

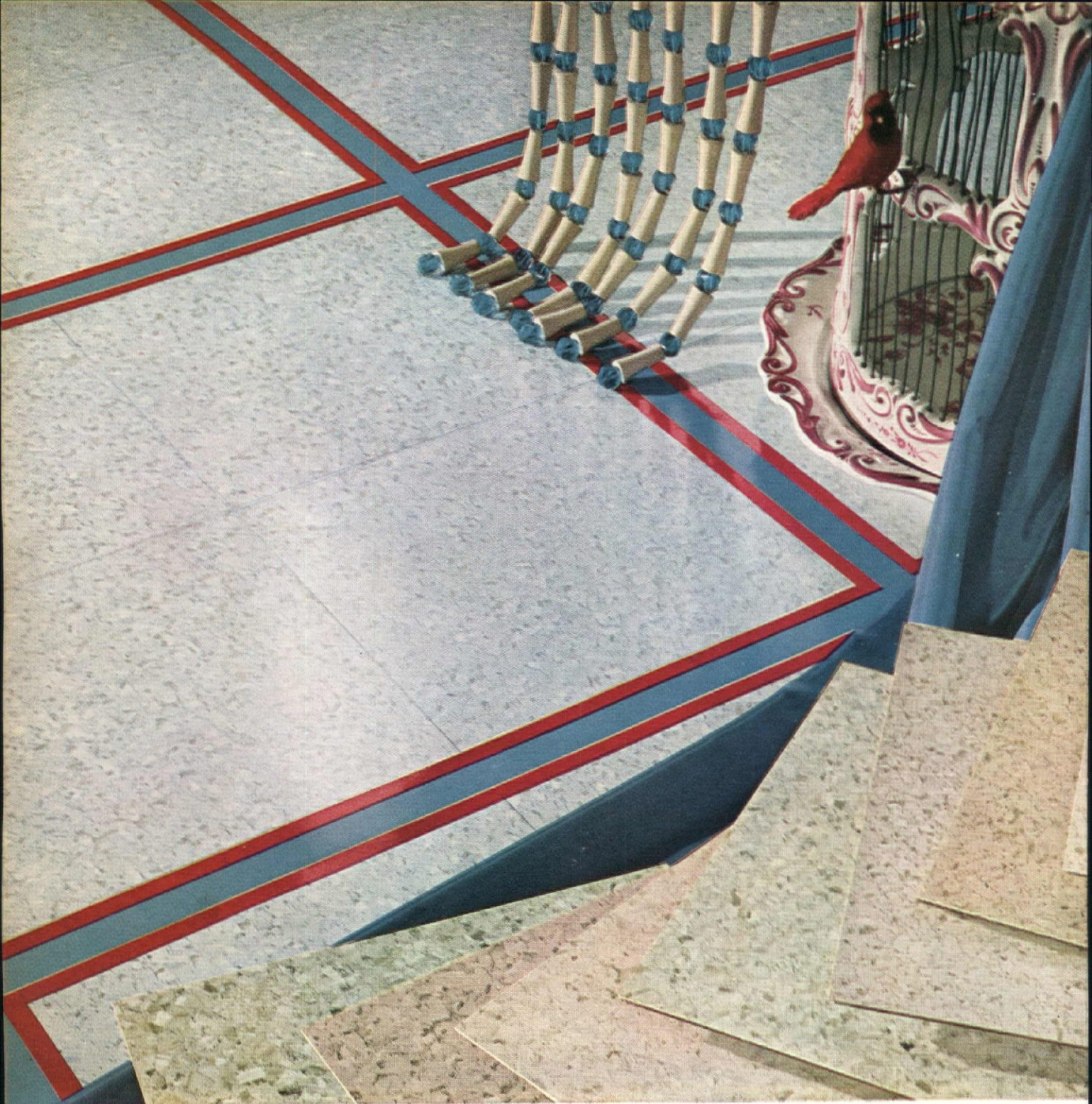
# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



MAY 1965





New! Kentile® Shardelle Solid Vinyl Tile in 8 exquisite colors. Shown: Indigo White with accenting Blue and Pink feature strips. Tile size: 12" x 12". Thicknesses  $\frac{1}{16}$ " and .080".

**KENTILE**  
VINYL **FLOORS**

New solid vinyl tile—new low price! In Kentile Shardelle, each tile has delicately veined random-size vinyl chips surrounded by clear vinyl. The look is expensive, but installed cost in jobs of 1,000 sq. ft. or more is only about 60¢ per sq. ft.\* Shardelle is greaseproof, easy to maintain, quiet and comfortable underfoot. Works beautifully with any décor. For samples, call your Kentile Representative.

\* $\frac{1}{16}$ " gauge over concrete.

Circle No. 1 on product information card

Circle No. 2 on product information card



# *A Special Message for:* Interior Designers, Architects and Contract Firms

*A F M*

## AMERICAN FURNITURE MART

666 Lake Shore Drive, Chicago, Illinois 60611

Office of the President  
FRANK S. WHITING

To Accredited Interior Designers; Architects, Contract Firms:

Requests by established interior designers for the privilege of bringing clients to displays of leading manufacturers in the American Furniture Mart have accelerated rapidly over the past several years. They say that their clients have come to expect and demand such service.

The growth of the interior design profession, and the increasing desire of leading manufacturers—the names America knows—to serve the accredited leaders in this field has caused the Mart's management to establish a new admittance program. Therefore, with extreme pleasure, we are . . .

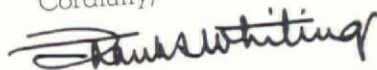
### Announcing a New Access Policy for Interior Designers' Clients!

Under the new "Designer Client" Access policy, clients may now accompany representatives of accredited retail store and interior design firms to the American Furniture Mart **from Monday through Thursday** of each week. They may **not** use plan **on Fridays nor during market periods**. Manufacturer-exhibitors determine their own policies as to how and whom they wish to sell. The plan becomes effective Monday, May 17, 1965.

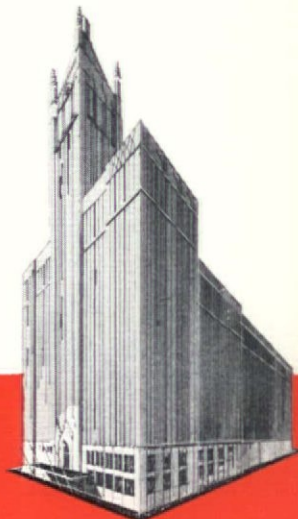
The American Furniture Mart's Summer 1965 International Home Furnishings Market, Sunday, June 20 through Saturday, June 26, thus becomes doubly important for those who wish to familiarize themselves with the outstanding sources which will now be of greater service in filling the needs of their clientele.

If you are not already accredited for admittance privileges, we urge you to write the American Furniture Mart Registration Department for credentials today.

Cordially,



AMERICAN FURNITURE MART  
Frank S. Whiting, President



AMERICAN FURNITURE MART

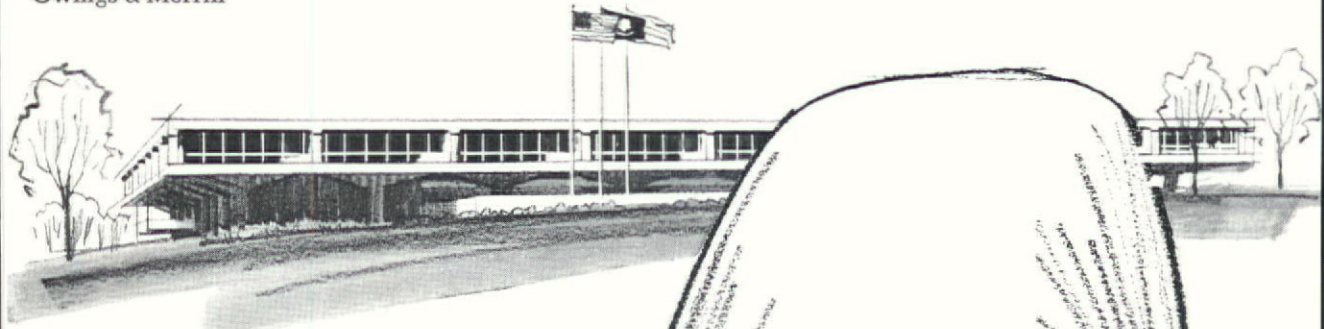
666 Lake Shore Drive, Chicago, Ill. 60611



**For a building this outstanding, the touch of Terson was a natural choice.** Architectural expression involves more than just the edifice. In the most carefully created buildings, furniture and fabric become meaningful design ingredients in an architectural unity. Case in point: Terson specified by Skidmore, Owings and Merrill as the upholstery vinyl for the award-winning Emhart Building... a choice that once again bears out the fact that an original architectural concept is more than skin-deep. Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc. General Sales Office, Butner, North Carolina. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.



Emhart Corporation  
Headquarters Building  
Bloomfield, Connecticut  
First Honor Award A.I.A. 1964  
Architects: Skidmore,  
Owings & Merrill



*KROYDON SPECIFIED  
COLOR: CERULEAN  
(SWATCH ATTACHED)*



Circle No. 3 on product information card





### The Cover

A fish-eye lens distorts and dramatizes the vast curves of Houston's new Astro-dome. The grass grows (not quite so green, perhaps) thanks to thousands of Lucite panels in dome. Cover by Bert Lester.

# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VI, No. 5

MAY, 1965

56 HOUSTON'S ASTRODOME  
BY BETSY GELB

### NEW CONTRACT INSTALLATIONS

- 64 UNION NATIONAL BANK
- 65 WYOMING NATIONAL BANK
- 66 MORGAN GUARANTY TRUST CO.
- 67 EL DORADO STATE BANK
- 68 TECHNICON, INC. OFFICE WING
- 72 FINE ART WALLPAPER SHOWROOM
- 73 SEYMOUR FABRICS SHOWROOM
- 73 E. F. TIMME & SON SHOWROOM
- 74 LOVELACE CLINIC
- 74 AUCHINCLOSS, PARKER & REDPATH
- 76 S/S SHALOM LOUNGE
- 80 COMART ASSOCIATES ART STUDIO

20 LETTERS

27 D. C. CURRENTLY: OUR WASHINGTON REPORT

32 WEST COAST REPORT

34 CONTRACT BUSINESS: NOTES AND COMMENTS

36 MOTELRAMA IDEA ROOM 1965

38 CONTRACT NEWS

42 PEOPLE

86 CONTRACT PRODUCTS AND SERVICES

110 MANUFACTURERS' LITERATURE

114 CALENDAR

116 CLASSIFIED ADVERTISEMENTS

118 ADVERTISERS' DIRECTORY

### COMING IN CONTRACT

JUNE—A special study of Boston's huge new Sheraton Hotel, designed by Roland Jutras. Profile of Griswold, Heckel & Keiser, office planning and design firm.

JULY—Office planning and furnishing, plus a report of NOFA symposiums. Two important articles on furniture design—one by Milo Baughman and another by Lee Epstein, well-known attorney.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43rd St., New York 17, N.Y. Phone MUrray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify design, buy, or replace contract furnishings in the U.S. and Canada. All other U.S. and Canadian subscriptions, \$9.00 per year. All foreign subscriptions, \$15.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1965 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS.



Member Business Publications Audit of Circulation, Inc.



### PUBLISHER

Ben H. Hellman

### GENERAL MANAGER

Lawrence Gralla

### ADVERTISING DIRECTOR

Milton Gralla

### ASSOCIATE EDITORS

Anne Fallucchi  
Norma Skurka  
Patrick J. Galvin

### EDITORIAL CONTRIBUTORS

Marvin B. Affrime  
John Anderson  
Ruth Kain Bennett (Chicago)  
Ann Douglass  
Ash Gerecht (Washington)  
Roland Wm. Jutras  
Lawrence Lerner  
Vivien Raynor

### RESEARCH DIRECTOR

H. I. Sirota

### PRODUCTION MANAGER

Morton L. Silverman  
Dale Lederer, assistant

### CIRCULATION

Jesse Epstein  
Arthur Werner

### ADVERTISING REPRESENTATIVES

NEW YORK: Frank Rizzo, Eastern Manager; Arnold Hoffman, 7 E. 43 St., Murray Hill 7-3344

CHICAGO: Marshall D. Siegel, Midwest Manager; Ross A. Granston, 6328 N. Cicero Ave., 736-3367

S ANGELES: Wettstein, Nowell & Johnson, Inc., 2801 W. Sixth St., DU-nkirk 8-2286

SAN FRANCISCO: Wettstein, Nowell & Johnson, Inc., 417 Market St., YUKon-9537



# Everybody makes a high pile carpet ... but we make a low pile carpet that wears like hard surface flooring.

**H**ere is Densylon\*. Made of the toughest, strongest, dirt- and stain-resistant yarn known to man—high density, continuous filament Caprolan® nylon by Allied Chemical. Woven on looms that can produce a pile more than twice as tight and dense than any in the industry. Permanently bonded to a lifetime resilient 3/16" slab of B. F. Goodrich sponge rubber. Cement this down on your floors and you're in business!

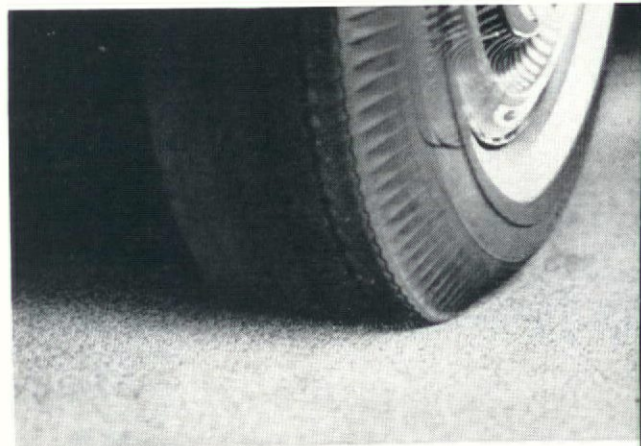


**ARMIES MARCH ON IT**  
at the World's Fair, General Electric Pavilion

**NURSES  
NURSE ON IT**  
at Whittier Hospital  
Whittier, California



**Y**ou've got the luxury, the comfort, the acoustics of carpeting without those worn-down traffic lanes. Steel wears down faster. We can prove it. Densylon won't buckle, ripple, crush, pill, fuzz, lint, or shrink, either. Even if you wash it. Which you can—right on location. Another first.



**CARS TWIST ON IT**  
at Empire Lincoln Mercury, Inc., New York City, New York



**COOKS COOK ON IT**  
at the Bow & Arrow Restaurant, West Orange, New Jersey



**Y**ou've got the stamina of hard surface flooring without the relentless costs of washing, waxing, stripping. Just vacuum. The savings in maintenance alone will pay for Densylon within a few years. We can prove that, too!

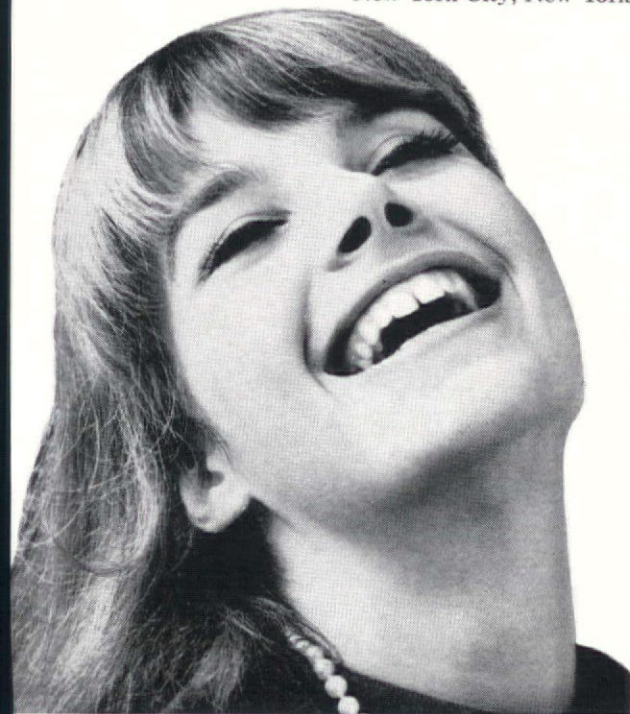


**WEATHER BEATS ON IT**

Pan American's outdoor passenger loading ramp, Kennedy International Airport

**SHOPPERS SHOP ON IT**

at Abercrombie & Fitch  
New York City, New York



**KIDS CRUNCH ON IT**

at the Marconi School, Chicago, Illinois

**A** high pile carpet looks great until you tramp on it. A high polished floor looks great until you step on it. That's why we invented Densylon. Better investigate it. It outwears and outperforms any conventional carpet selling for \$5 a square yard more. Send for our fact book, "DENSYLON—A Breakthrough in Carpet Technology." It is!

**Densylon**<sup>®</sup>  
*The remarkable new carpet that's flooring the country!*

CAPROLAN nylon by



BONDED SPONGE CUSHION BY



manufactured by



**COMMERCIAL CARPET CORPORATION**

10 WEST 33RD STREET, NEW YORK, NEW YORK 10001

Our Canadian Affiliate: C. C. CARPET CO., LTD.  
P.O. Box 532 Woodstock, Ontario, Canada

Commercial Carpet Corporation  
10 West 33rd St., Dept. C-5, New York, N. Y. 10001  
Attention: Mr. Oliver A. Wyman

Please send me your Fact Book, "DENSYLON—A Breakthrough in Carpet Technology!"  **Check Here**

Please send your representative to give us cost estimates on approximately \_\_\_\_\_ square yards of DENSYLON.

**Name** \_\_\_\_\_

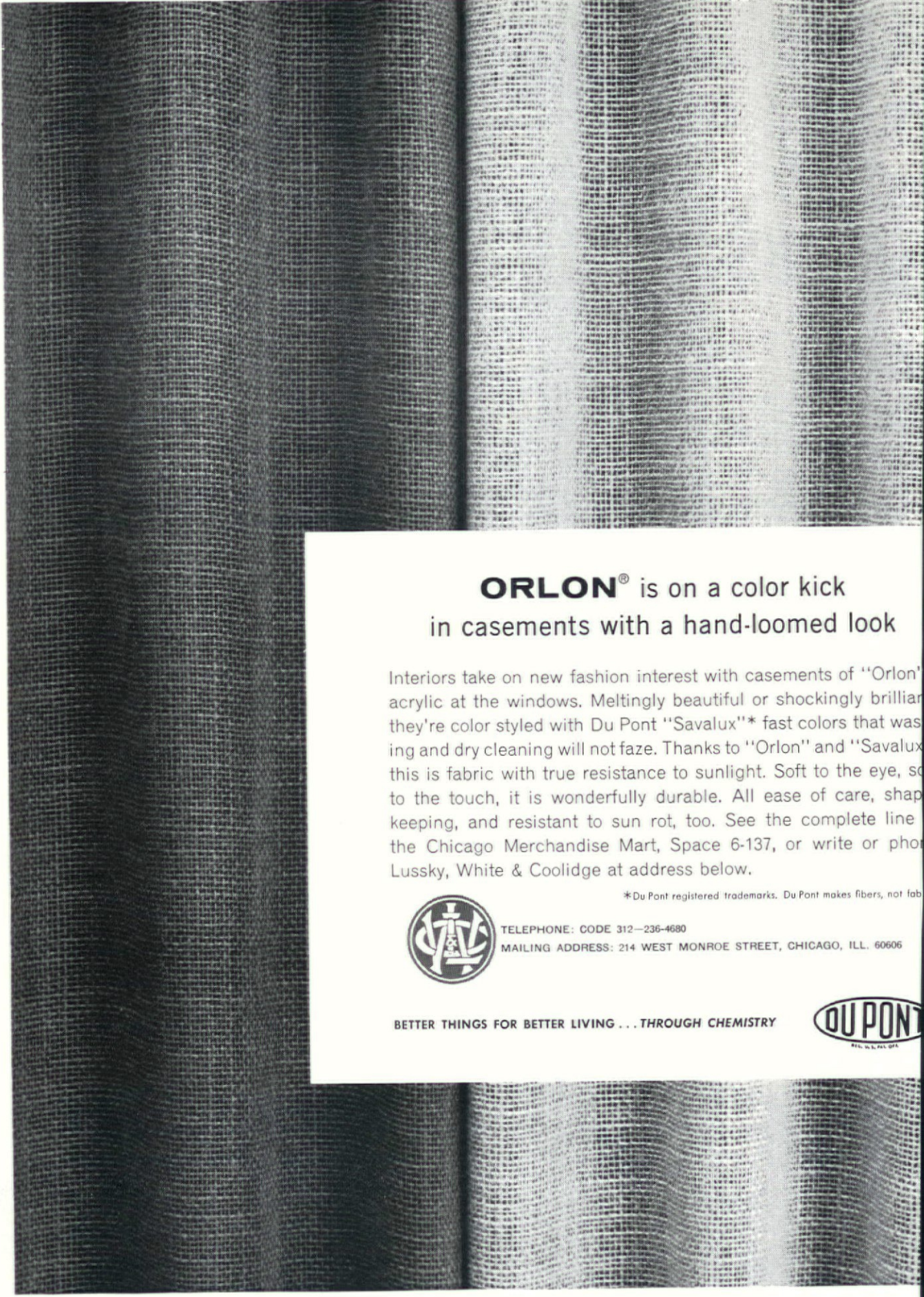
**Firm** \_\_\_\_\_

**Address** \_\_\_\_\_

\*trademark of Commercial Carpet Corporation

Circle No. 4 on product information card





**ORLON®** is on a color kick  
in casements with a hand-loomed look

Interiors take on new fashion interest with casements of "Orlon" acrylic at the windows. Meltingly beautiful or shockingly brilliant they're color styled with Du Pont "Savalux"\* fast colors that washing and dry cleaning will not faze. Thanks to "Orlon" and "Savalux" this is fabric with true resistance to sunlight. Soft to the eye, soft to the touch, it is wonderfully durable. All ease of care, shape keeping, and resistant to sun rot, too. See the complete line at the Chicago Merchandise Mart, Space 6-137, or write or phone Lussky, White & Coolidge at address below.

\*Du Pont registered trademarks. Du Pont makes fibers, not fabrics.



TELEPHONE: CODE 312-236-4680

MAILING ADDRESS: 214 WEST MONROE STREET, CHICAGO, ILL. 60606

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



"TELEMARK" casement fabric shown is 100% "Orlon" in 48" width.

COLORS: Oyster · Bristol Blue · Olive · Foam Green · Snow · Dark Gold · Light Gold

Circle No. 5 on product information card





# so o plush...it's Verti-Plush

**"it's DuPont Nylon"**



The Lautrec Room, Astrodome Club, Harris County Domed Stadium Houston, Texas. Designed and installed by Finger Contract Sales Co., Houston, Texas. Designer, Chuck Barton, A.I.D.

- washable • durable • color-fast • knit-backed
- expanded vinyl foam-cushioned

Another major contract installation using **Verti-Plush**, or **Verti-Suede**. Created to meet the need for elegance, beauty and durability.

Look for these products in use at the Desert Inn, Las Vegas; The Fontainebleau, Miami Beach; The Statler-Hilton, New York City, among many others.

MANUFACTURED BY  **Vertipile** INDUSTRIES CORP. NEW YORK CITY

NATIONALLY DISTRIBUTED BY



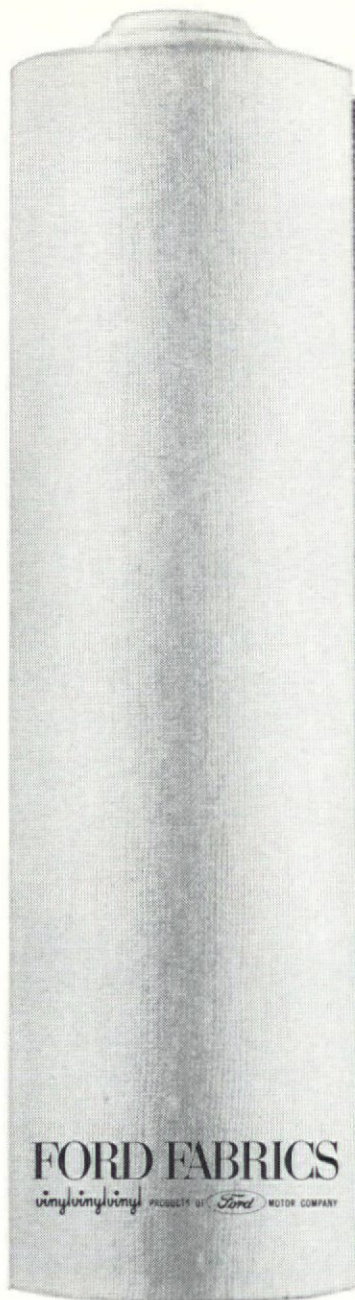
**LA FRANCE** INDUSTRIES, INC.

145 EAST 32nd STREET  
NEW YORK, N. Y. 10016  
SERVICE CENTERS IN 23 CITIES  
Sample cards available on request.

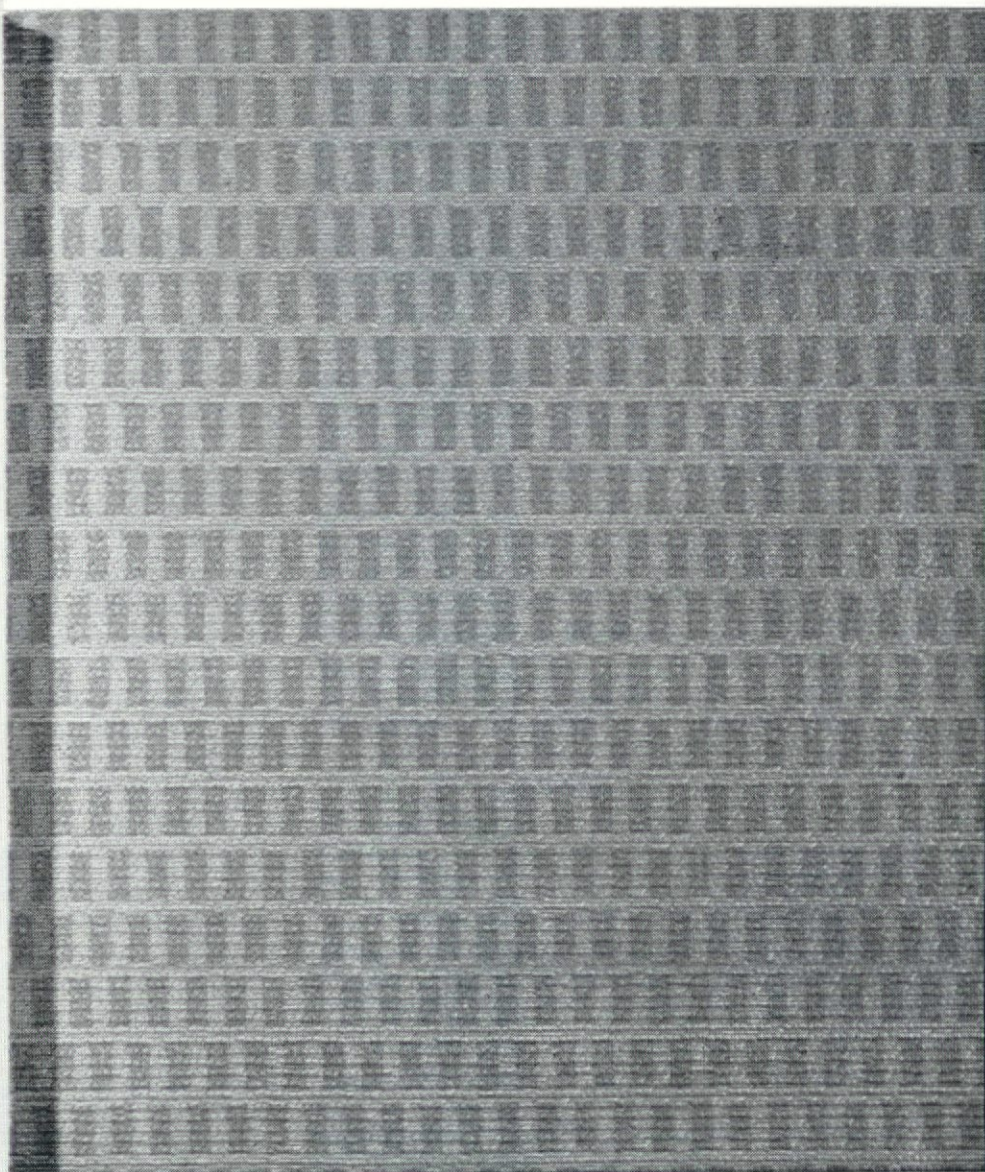
Chairs by Shelby Williams Industries #809TB

Circle No. 6 on product information card





**FORD FABRICS**  
*vinylvinylvinyl* PRODUCTS OF *Ford* MOTOR COMPANY



## THE FINISHING TOUCH

Converting the aesthetic energy of your creative imagination into its tangible representation is a problem common to any artistic endeavor.

To give life to this transformation from the ideal to the real, a "finishing touch"—that final stitch in the fabric of creativity is all that remains to be sewn.

To enrich your upholstered creation Ford Fabrics has fabricated an imaginative display of vinyl materials of unlimited charm.

The visual values of the forest are captured in the splendor of Ford Fabric's "Woodcut" collection. The rugged fine-grained texture of fresh-cut timber is matched by the durability and design of this superior vinyl fabric.

The subtle thread of excellence—the "finishing touch"—will be assured when it is skillfully woven into your upholstered creation with fine vinyl by Ford Fabrics.

Magnify the range of your creative understanding. Fill out the following coupon and send for your free copy of "The Ford Fabric Story".

<b>MAIL TO:</b>	
<b>FORD FABRICS, P.O. BOX 100, WIXOM, MICHIGAN</b>	
Name	PLEASE PRINT
Title	
Firm	
City	
State	Zip

**FACTORY WAREHOUSE DISTRIBUTORS:**

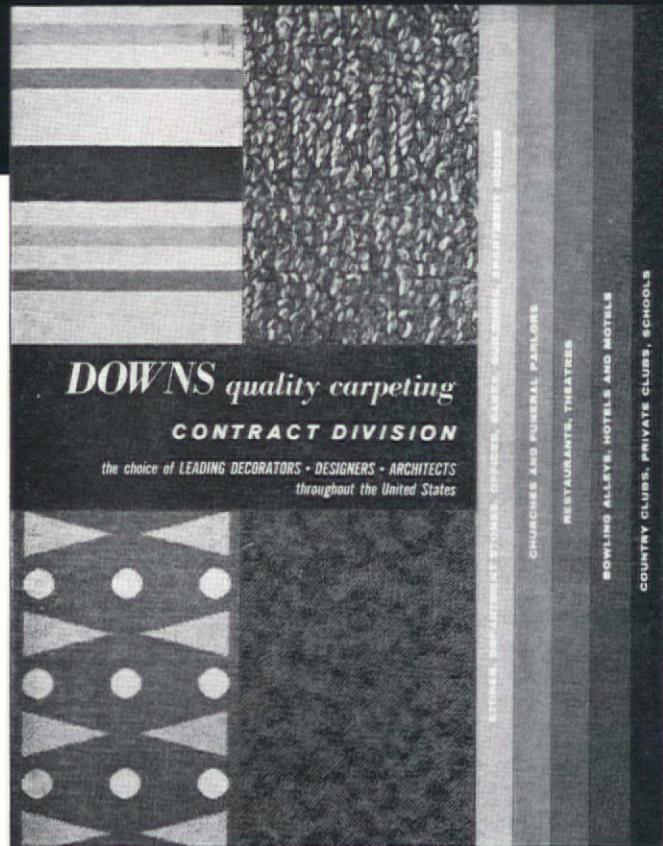
Carolina Coated Fabrics, Inc., Charlotte, North Carolina • The Dehner Co., St. Louis, Missouri and Oak Park  
 • Georgia Coated Fabrics Co., Atlanta, Georgia • National Coated Fabrics, Inc., Brentwood, Md. • Perle-You  
 Co., Inc., Los Angeles, Calif. • Scott Vinyl, Inc., New York, N.Y. • Woolley Brothers, Inc., Jackson,  
 • Textile Products Inc., Miami and Tampa, Florida

Circle No. 7 on product information card



# NEW FULL-COLOR COMMERCIAL CARPET BOOK IS READY FOR

# YOU



Send for  
your  
free copy  
today!

YOU'LL FIND IT INVALUABLE . . . YOU'LL FIND, TOO, WHY DOWNS CARPETS ARE THE CHOICE OF DECORATORS, ARCHITECTS, DESIGNERS THROUGHOUT THE UNITED STATES.

Write to Contract Division C65

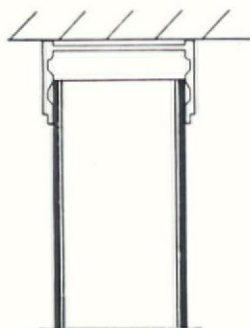
**DOWNS CARPET COMPANY, Inc.**

"A" and Indiana Avenue, Philadelphia, Pa. 19134

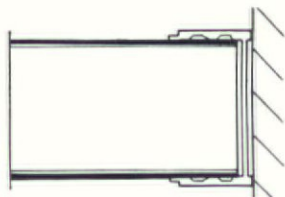
Circle No. 8 on product information card



Just 3 basic extruded aluminum components give you design freedom far greater than any other method.



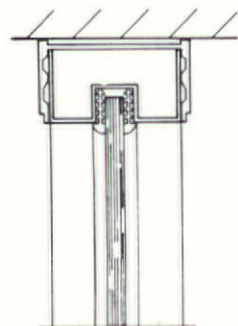
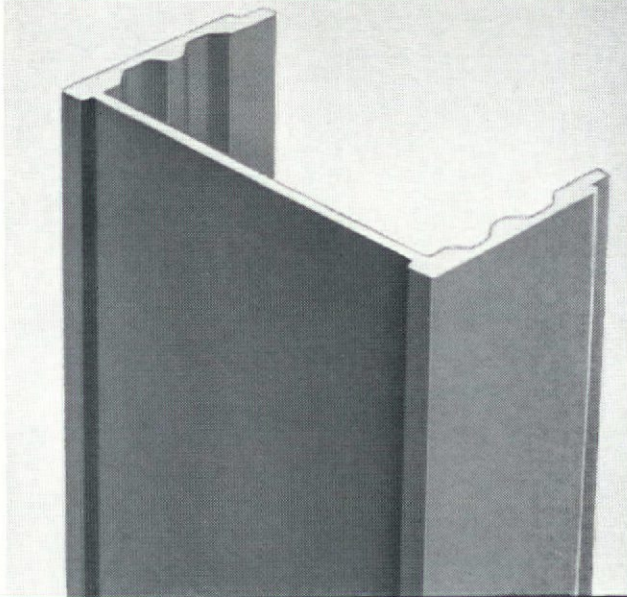
Ceiling Detail.



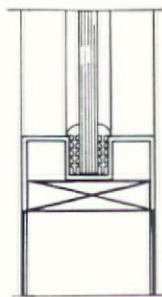
End Filler Detail.

**Half Stud.**

Wall and ceiling channel; handrail for bank screen; finished opening or at two- and three-way conditions.



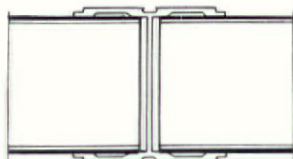
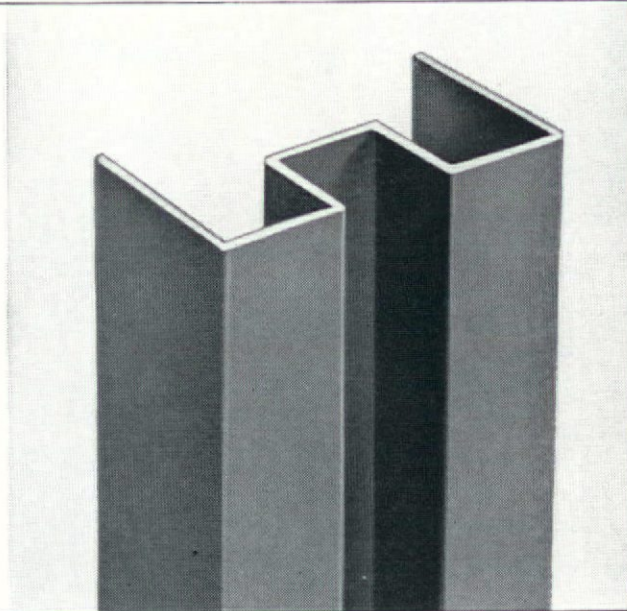
Ceiling Detail.



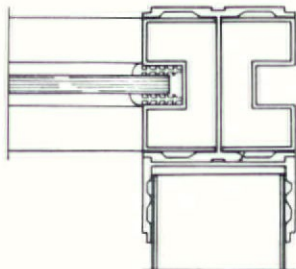
Chair Rail Detail.

**Insert.**

Fits within Stud or Half Stud to accommodate glass.



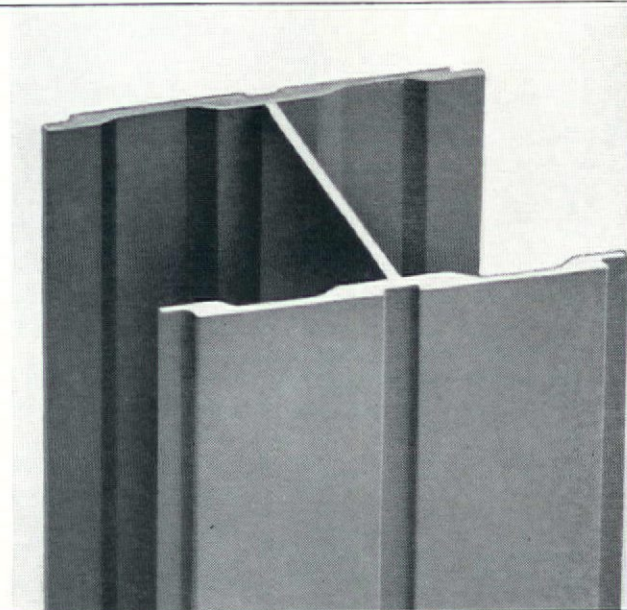
One-Way Post Detail.



Two-Way Detail.

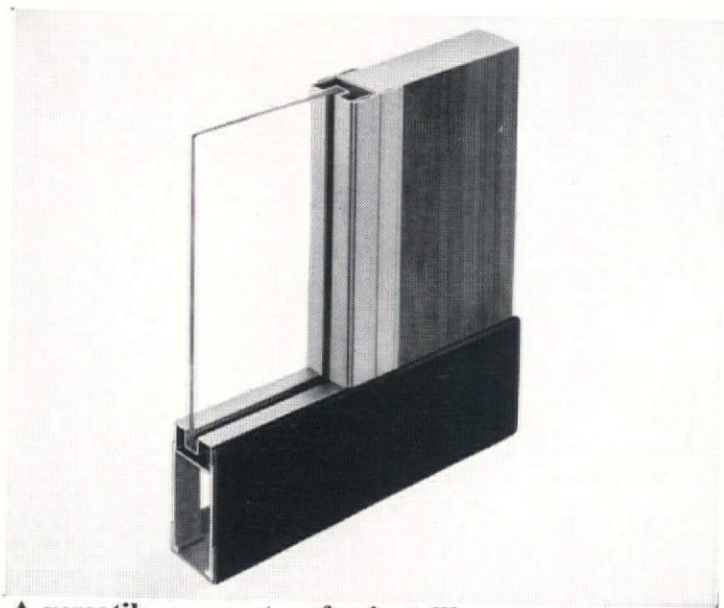
**Stud.**

A cover or trim member for panel edges.





# United States Plywood announces Designer Wall/6.



**A versatile new system for installing movable walls at lower cost with materials readily available from stock.**

Weldwood® Designer Wall/6™ offers architects, designers, and building owners fast, attractive solutions to problems of space division in offices. It does it at a price lower than any comparable system presently on the market.

Designer Wall/6 is a system of precision-engineered extruded aluminum components based on a space-saving 1 3/4" wall thickness. Components can accommodate virtually any panel material; panels are usually readily available to you from warehouse stock.

For instance: the rich, rare woods of Weldwood architectural paneling and prefinished paneling used in conjunction with Novoply®, fiberboard, or other material, to a thickness up to 1 3/4". In addition,

you can use 1 3/4" Weldwood Architectural doors as panel inserts, or permanently colored Weldwood Glasweld®, paintable Duraply® (resin-fiber surfaced plywood) as well as glass, fiberglass, and many other materials of your own choosing.

Installation is extremely simple. Designer Wall/6 allows regular maintenance crews with no special training to erect office walls quickly. Panels are easily interchangeable, and they and all components can be moved and reused again and again. In addition, compatible aluminum door frames are also available under the system.

For detailed information, including suggested specifications, and the name of a Designer Wall/6 distributor near you, just mail the coupon.

United States Plywood Dept. C5-65  
777 Third Avenue, New York, N.Y. 10017

Please send me details on new Weldwood Designer Wall/6 movable wall system. Also, give me the name of my nearest distributor.

Name.....

Firm.....

Address.....

City.....State.....Zip Code.....

**WELDWOOD**

Designer Wall/6™

**United States Plywood.**

Come take a walk through our woods.  
See our new showroom in the United States Plywood Building.

Circle No. 9 on product information card



**The place:**



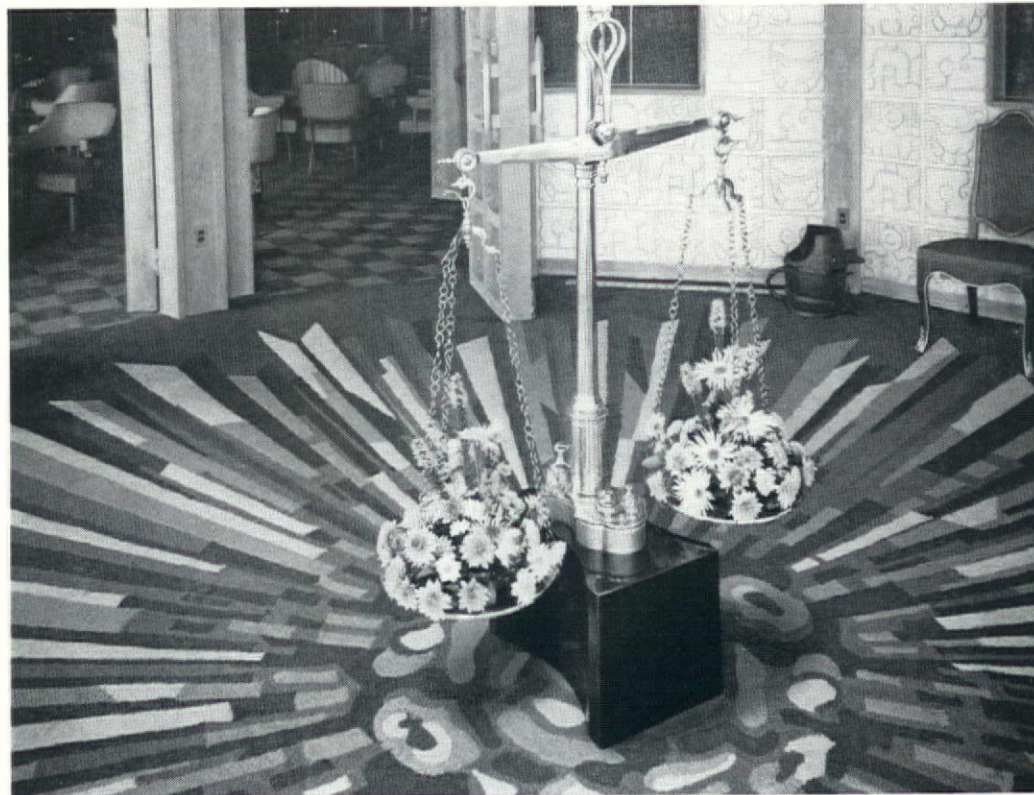
Vincent's Steak House  
West Springfield, Massachusetts

**The man:**



Sam Salem,  
Sam Salem, Inc.  
West Springfield, Massachusetts

**The carpets:**



**Bigelows.** The elegant lobby features a Bigelow Custom Carpets Special Hook Craft original, 24 feet in diameter with a sunburst pattern. For the dining room, a Special Hook Craft original block pattern in alternating shades of green.

Why do people like Sam Salem specify Bigelow? Because they know Bigelow is the leader in the contract field. Any way you measure leadership. And if you've ever worked with a Bigelow Commercial Carpet Specialist, you know how much easier he can make your job. How? By helping you decide on just the right kind of carpet for the purpose. His

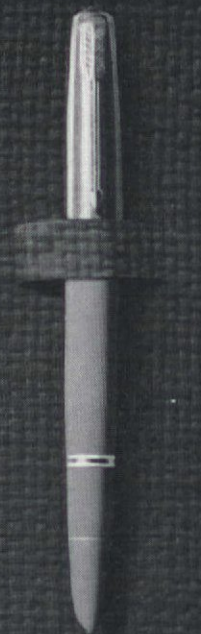
knowledge can add weight to your team. Just call our nearest Bigelow sales office. Or send for our colorful free brochure on Commercial Carpets. Write Bigelow-Sanford, Inc., Dept. 140 Madison Ave., New York, N. Y. 10017.

Find out for yourself why  
**people who know buy Bigelow**

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, St. Paul, and Washington, D.C.

Circle No. 25 on product information card





...and it's free!



All you have to do is write for the new McCordi Master Swatchbook (there's nothing more to be read on the subject of fine vinyl wall-coverings at  $\frac{1}{3}$  to  $\frac{1}{4}$  the price you're paying now)

This hardcover, looseleaf McCordi Master Swatchbook has been specifically designed for professionals and contractors who specify and/or order fine, fabric-backed vinyl wall coverings for contract interiors. It includes everything you need to cover walls efficiently, enduringly at *one-third to one-fourth the price you are presently paying for similar quality fabric-backed vinyl*. It includes all the standard patterns and color-ways of McCordi Vinyl Wall available on no-minimum-order basis, as well as complete specifications and test findings. If you specify, purchase or approve the purchase of wall coverings for contract and residential interiors, write for your *free* copy . . . on your professional letterhead, please THE McCORDI CORPORATION, 707 FENIMORE ROAD, MAMARONECK, NEW YORK. Dept. **C-5**





**Why did Virco even bother  
to make this a stacking chair?**

At most of the convention centers, hotels, business offices, auditoriums and community centers where Virco stack chairs are in use, they're never stacked. That's because of Virco versatility, the kind that keeps Virco stack chairs busy almost around the clock.

Because of its decorator design, a Virco chair is equally at home in reception areas, dining halls, auditoriums and executive offices. And Virco builds 'em to take the worst kind of day-in-day-out punishment without showing it.

Maybe you've already noticed, but where you see one Virco stack chair, you'll see dozens, or hundreds, or even thousands. Virco is the chosen chair for some of the newest and most elegant public facilities around the country.

If you're interested in knowing more about the top value in quality stacking chairs, write: Virco Manufacturing Corporation, Dept. C-5, Box 44846, Hancock Station, Los Angeles 44, California or Dept. C-5, Box 911, Conway, Arkansas.

**VIRCO**  
Mfg. Corporation



Circle No. 12 on product information card





# B.F. Goodrich sponge rubber cushion makes any carpet feel luxurious—like a putting green

(and it's guaranteed without time limit)

Here's the best of all possible reasons why B.F. Goodrich sponge rubber carpet cushion lasts and lasts. BFG makes only the best.

It cannot pack down, lose its springiness, go to pieces, or shred—ever. Every cushion is guaranteed to be free from defects in material and workmanship without time limit, or BFG replaces it, free. BFG has the cushion to suit any area. You can choose several of them, below. All BFG cushion has the exclusive Duraseal<sup>®</sup> finish that locks out dirt

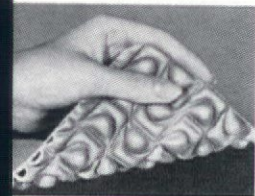
and moisture. No matter what the price range, BFG cushion is the best. So, specify the cushion that makes any carpet feel luxurious—like a putting green. It's the same cushion that's guaranteed without time limit, B.F. Goodrich sponge rubber carpet cushion.

For further information and samples, write: The B.F. Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone New York—922-5100.

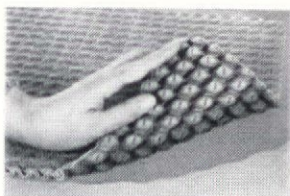


## Consumer Products Marketing Division

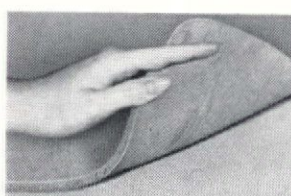
Household products • Furniture products • Home furnishing products • Drug sundries



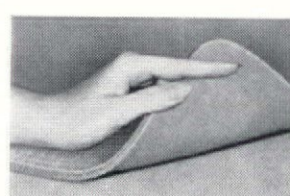
**exclusive Double Cush-lateau<sup>®</sup>.** Exclusive, new n-lock ripple design. Firmness of flat, the firmness of ripple. Not applied for



**Aristocrat.** Heavy-weight cushion designed for quiet elegance. The utmost in resiliency and bounce. Non-woven fiber backing.



**Spongex<sup>®</sup>.** All-purpose ¼-inch favorite for heavy traffic areas. Non-woven fiber backing for easy carpet installation.

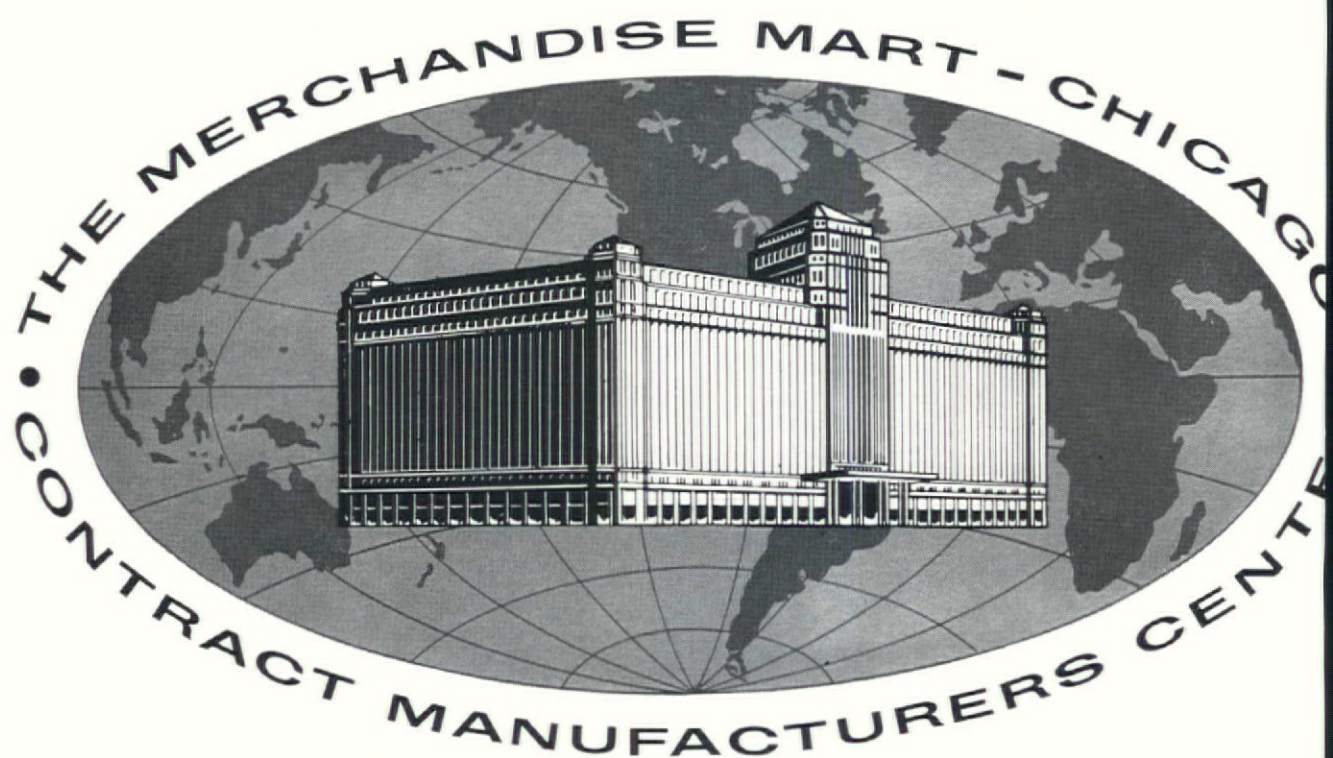


**Springlawn.** Medium priced with built-in stabilizer for more wear and support. Non-woven fiber backing, easy carpet installation.

Circle No. 13 on product information card



*There's no place  
like this Showplace!*



This new trademark signifies something special for you—the world's first complete Contract Buying Center. Here you'll enjoy convenience and selectivity such as you can find nowhere else. Just one cab fare to one building with more than 2,000 contract lines. Everything you need for any commercial installation. And all just an elevator button apart. For a complete directory of exhibiting manufacturers, write

## **THE MERCHANDISE MART CHICAGO**

Headquarters for furniture • bedding • floor coverings • draperies • fabrics • institutional merchandise • lighting and fixtures • accessories • kitchen machines and equipment

Circle No. 14 on product information card



For exciting decor...  
 you can  
 let yourself go with  
**ACRYLITE®**

The soft glow of the ACRYLITE luminous wall in this salon creates an atmosphere of elegance and spaciousness. Back-lighting the fascia provides glare-free, evenly diffused illumination. And textured ACRYLITE panels in gradually intensifying hues set off the semi-circular divider as a dramatic design motif.

ACRYLITE can add color and excitement to hotel, motel, restaurant, lounge and suite interiors, too. Use it for room dividers,

screens, wall and ceiling panels or bath enclosures. With ACRYLITE, in fact, unusual design ideas are unlimited.

ACRYLITE acrylic sheets come in over 70 exciting patterns and colors — velvety smooth or exotically textured . . . transparent, translucent or opaque. Lightweight, fade-proof, impact-resistant and lastingly beautiful, ACRYLITE is the unique new way to divide space and control light dramatically.



What you can do with ACRYLITE:

**Shape it**  
 ACRYLITE, when heated, can be permanently twisted or bent into unique and interesting forms.



**Shape it**  
 ACRYLITE works like wood; can be cut, sawed, drilled, routed, ground, sanded and polished with ordinary tools.



**Form it**  
 ACRYLITE is easily formed by conventional thermo-forming methods. Ideas become reality with this versatile material.



For more information see Sweet's Architectural File 7d/Am, or write: American Cyanamid Company, Building Products Division, Dept. M, 595 North Ave., Wakefield, Mass. 01881

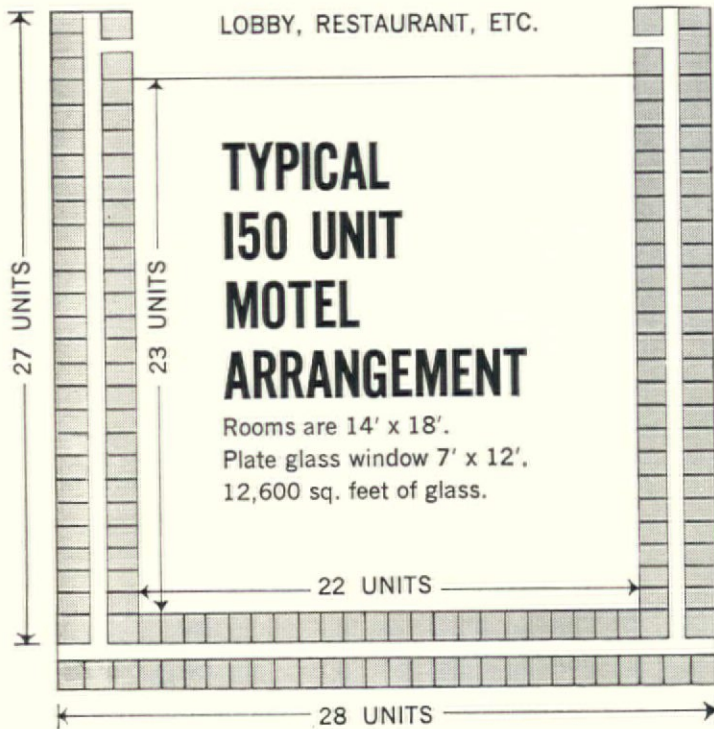
**CYANAMID**

DISTRIBUTORS COAST TO COAST



# \$1,150 SAVINGS\*

## ANNUALLY IN GAS HEATING COSTS WITH



Inside Design temperature 75°F.  
Outside Design temperature 06°F.  
Annual degree days 4523.

For single glass: 980,000 BTU sq. ft. hr.  
or 19,250 therms @ 80%.  
Burning efficiency @ .13 per therm  
annual cost to compensate for  
window heat loss. \$2500.00.

For single glass with Milium  
lined draperies 540,000 BTU sq. ft. hr.  
or 10,400 therm @ 80%.  
Burning efficiency @ \$.13 per therm.  
\$1350 or almost half to compensate for window heat loss.

# MILIUM<sup>®</sup> INSULATED DRAPERIES

Hard to believe? Just look at the figures! Comprehensive tests in the engineering laboratory of a well known university† show that MILIUM<sup>®</sup>, due to its high reflectance, low transmittance and emissivity characteristics, offers the best insulation. Its "U" value (the overall coefficient of heat transfer) is low—well below the value of 0.81 listed in the American Society of Heating, Refrigerating and Air Conditioning Engineers Guide for single glass with draperies or roller shades.

MILIUM<sup>®</sup> keeps saving you money season after season. It helps preserve furnishings from fading and deterioration, too! Today MILIUM<sup>®</sup> comes in many fabric types, in both white and decorative styled colors. There are both white and colored room darkening window shades as well. MILIUM has the answer to every window problem—that's why so many large firms, hotels and institutions invest in MILIUM<sup>®</sup> insulated fabrics.

Write for our report listing the "U" values for each MILIUM<sup>®</sup> insulated fabric. It is available free of charge to architects and engineers.

**\*8850 THERMS @ 13¢ per therm = \$1,150.50 ANNUAL SAVINGS**

MILIUM DEPT. L • 1045 SIXTH AVENUE, NEW YORK, N. Y. 10018

†Name supplied on request

®Reg. TM of Deering Milliken, Inc. for insulated fabrics

Circle No. 16 on product information card





## Freedom!

Design, decorate, coordinate with the most exciting collection of fabric-backed vinyl wall coverings there is—Guard\*, Satinesque and Wall-Tex. Freedom for your imagination. Scope—almost unlimited design and weight choice, unsurpassed physical characteristics.

Send for samples and complete technical specifications, including resistance to tearing, abrasion, mildew, chemicals (we list 137), flame spread, etc. You get specific data to work with. Write to our Wall Covering Division, Dept. C-55.

\*Guard vinyl wall covering meets Federal Specification CCC-W-408, Underwriters' Laboratories approved.



**Columbus Coated Fabrics Company**

Division of the Borden Chemical Company, Columbus, Ohio 43216

Circle No. 17 on product information card



## LETTERS

### Dinner meeting

Dear Sir: Our compliments on a very fine dinner meeting on March 9. Your choice of the Design Center, the excellent panel, and their well presented talks made for a most stimulating evening. Thanks for your kind invitation.

A. H. RITTER  
Weatherwax, Spurgeon & Ritter  
Los Angeles

Dear Sir: I enjoyed the seminar at the Western Merchandise Mart in San Francisco. It was the best meeting of this type I have attended to date. I would say that speakers like Roland Jutras, Manny Steinfeld and Paul Bischoff of Carson, Pirie, Scott really helped to make the meeting. When one has people talk, like these people did, who are authoritative and can put themselves over the footlights, this makes for a real show.

J. K. HUGHES  
Dohrmann Hotel Supply Co.  
Brisbane, Calif.

Dear Sir: Thank you for including me on your guest list for the Los Angeles Con-

tract Seminar you so graciously sponsor at our new Design Center. My compliments to you on creating such a gracious and pleasant atmosphere for a most impressive panel presentation and discussion. If only more affairs could be carried in such a manner.

MARGO GRAH  
Design Consultant  
I R S I  
Los Angeles

Dear Sir: I wish to express to you my sincere appreciation for your cordial invitation to join with you at the seminar at the Design Center on Tuesday evening, March 9th. It was a very exciting, pleasant and informative evening.

L. B. NELSON  
Director Public Relations  
Parvin/Dohrmann  
Beverly Hills

Dear Sir: Thanks for an enjoyable and educational evening. The industry has certainly progressed since last year and your panel was truly well qualified and answered a lot of questions. Best regards from the West Coast.

C. O. BARNES  
General Manager  
Chancellor Manufacturing  
Gardena, California

*Editor's note: For an account of the proceedings in Los Angeles and San Francisco during March, see our West Coast Report, pages 32-33.*

### Outstanding

Dear Sir: CONTRACT has been and is probably the most important publication that we receive in our department. However, the March 1965 issue is one of the most outstanding issues we have seen to date. It is required reading for everyone on our staff and I am notifying our design people in all of our branches to read this issue.

I do wish to question why floor coverings were not included in the article on acoustics. According to data we have from the Commercial Carpet Corp. floors are probably the single most important factor in sound control for commercial use. Of course, this may be disputed. Nevertheless, it has been our experience that floor covering can do an outstanding job in noise control.

Keep up the good work. You certainly are setting a standard for this type of publication. We appreciate the help you give us in developing interior design in the contract field.

JOHN T. CARUSO, Director  
Professional Planning Services  
V. Mueller & Associates  
Chicago

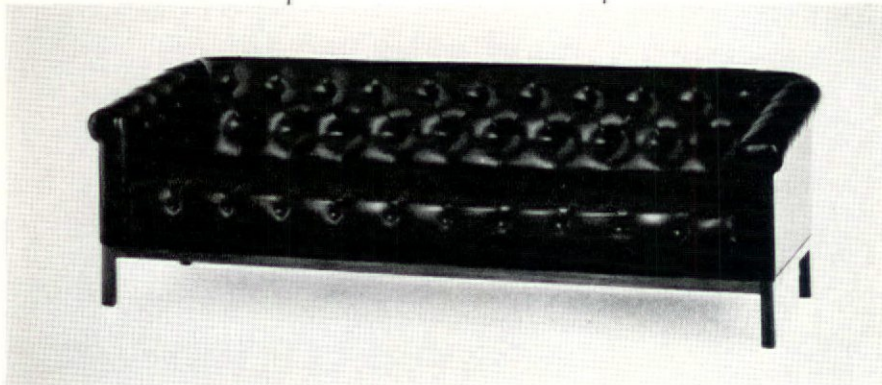
## To Go Where The Client Is

Thayer Coggin institutional presents distinctive furniture of superior design by Milo Baughman. Carefully engineered construction assures lasting performance in public spaces at modest cost. The TCI collection is extensive, comprehensive and unlimited in versatility. May we send you a catalog?



THAYER COGGIN  
INSTITUTIONAL  
High Point, North Carolina

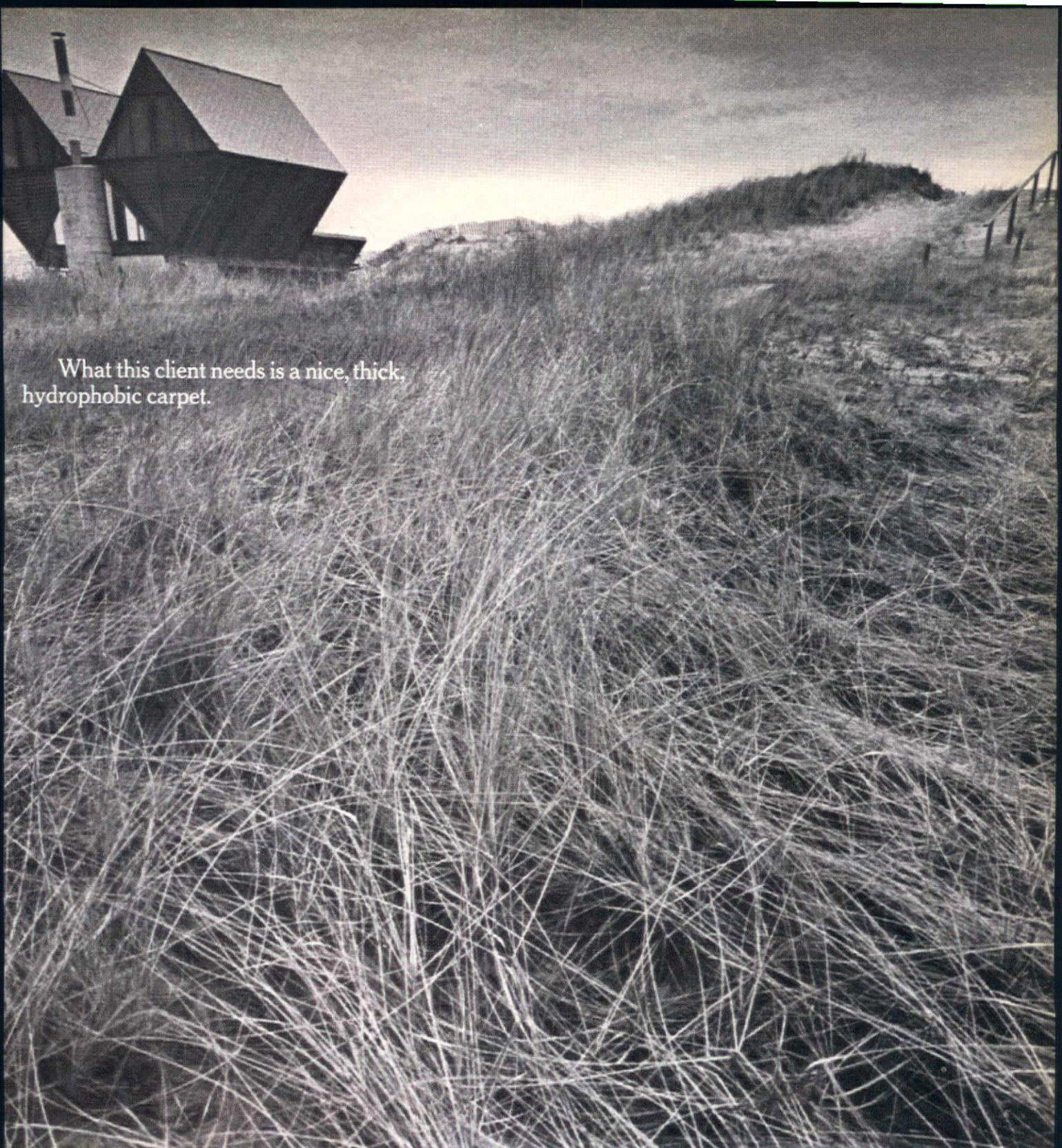
Showrooms: Dallas, Chicago,  
San Francisco, High Point




Circle No. 18 on product information card

Circle No. 19 on product information card





What this client needs is a nice, thick, hydrophobic carpet.



Don't get frightened. Hydrophobic, in the carpet business, simply means low absorbency. As in the case of this Cabin Crafts carpet with pile of 80% Acrilan<sup>®</sup> acrylic, 20% mod-acrylic. This low absorbency is the reason Acrilan doesn't mildew. Why it dries so quickly. And why dripping swimsuits and the soggiest sea air won't damage the fiber. It's also the reason stains won't sink into the heart of the fiber, making Acrilan easier to maintain in New York, as well as Nantucket. But don't expect to take one look and think: "AH HA! HYDROPHOBIC!" You won't. Acrilan looks just as thirsty as wool. It just doesn't drink as much, that's all. For further information, write Contract Carpet Merchandising 350 5th Ave., New York, N.Y. 10001.



Chemstrand • General Office: 350 Fifth Avenue, New York, N.Y. 10001 • District Sales Offices: New York, N.Y. 10001; Akron, Ohio; Charlotte, North Carolina • Canada: Chemstrand Overseas, S.A., Toronto • Chemstrand makes Acrilan<sup>®</sup> acrylic fiber and Cumuloft<sup>®</sup> nylon for America's finest mills. Chemstrand, a Division of **Monsanto**

These are among the mills now licensed by Chemstrand for Acrilan: Barwick, Bigelow, Cabin Crafts, Callaway, Coronet, Crestline, Downs, Forrest, Gulistan, Hardwick and Magee, Hightstown, James Lees, Loomweve, Magee, Masland, Monarch, Philadelphia Carpet, Roxbury, Wunda Weve. In Canada: Barrymore Carpets, Crossley/Karastan, Harding Carpets.



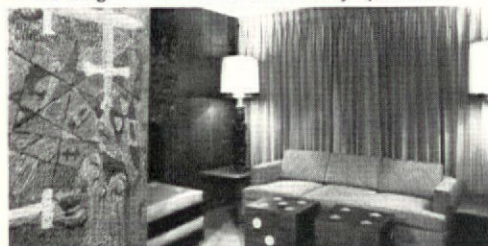
# Houston's Astrodome Stadium...



Interesting nautical devices create an 18th Century clipper ship cabin in one of the 53 private clubs designed by Finger's for the Astrodome.



The Astrodome Club, more than 600 feet long, is reminiscent of San Francisco's old Hippodrome Theatre at the height of its turn-of-the-century opulence.



A stunning mosaic wall dominates the Las Vegas scene, another of the 53 private club rooms designed by Finger's.



In this private club room, a richly romantic Spanish mood was created, through the use of carved wood paneling, elaborate brass fixtures and Mediterranean-inspired "Provano" furniture.

## The 8th Wonder of the World

*... another outstanding project of Finger Contract Supply*

We are very proud of our commission to decorate and furnish the private clubs, boxes and dining rooms of Houston's Domed Stadium . . . as well as its interior design. Your project, whether a hotel, motel, apartment unit, hospital, office or institution, receives the same specialized attention of our versatile staff . . . offering over three decades of experience to help you with your design and decorating problems. We also offer flexible, long term financing to fill your particular requirements.



**FINGER** contract supply company

*"We Specialize In Specialization"*

3131 GULF FREEWAY / CA 5-1371 / HOUSTON, TEXAS

DESIGNERS, WHOLESALERS, MANUFACTURERS AND DISTRIBUTORS

Circle No. 20 on product information card





# Houston Dome...

*The ultimate  
in sports stadia*



Design created by:  
Charles Barton,  
Director of Design,  
Contract Supply Co.

*selects*

*Shelby Williams and  
Finger Contract*

SUPPLY COMPANY

*for the ultimate  
in public seating*





The Astrodome Club



Trail Blazers Dining Room



Private Boxes furnished by:

*American of Chicago*  
 Division of Shelby Williams Industries, Inc.



The Sky Dome Club

Custom designed chairs, table tops, and special bases executed by

*Shelby Williams*

exclusively for Houston Dome Stadium



The Astrodome Club



The Countdown Cafeteria

Shelby Williams Industries, Inc., 2500 West Ogden Avenue, Chicago, Illinois 60608

Factories: Chicago, Ill. • Los Angeles, Calif. • Morristown, Tenn.

Showrooms: Chicago, Los Angeles, Atlanta, Dallas.



# When you ask Lees for a carpet in Tangerine, you know you won't get a lemon.

How do you know?  
Because Lees will show you a Tangerine  
before you ever place your order.  
And the Tangerine you see in our sam-  
ples is the Tangerine you get in our carpet.  
One of the 104 colors we always have  
in stock.  
Not just run-of-the-mill reds, blues, and  
greens either. But colors to feed your imagi-  
nation. Like Avocado. Or Absinthe. Or  
Rhubarb. Or Plum.  
And with so many colors to choose from,  
you can wind up with a custom color with-  
out all the customary fuss.  
Lees can help when more than one color  
is involved, too.  
Suppose you want that same Tangerine.

Only now you want it with Orange and  
Citron and Allspice.

Lees can make up any color combination  
you specify. Our 104 stock colors give you  
exactly 4,598,126 possibilities to play with.

All at no extra charge, so long as you  
meet our yardage requirements. And  
they're ridiculously low.

Just pick your color or colors, and relax.  
Lees will never hand you a lemon.

Unless of course that's the color you ask  
for.

Write Commercial Carpet Department  
(C-2), James Lees & Sons Company,  
Bridgeport, Montgomery County, Penn-  
sylvania. We'll be happy to tell you more.

© JAMES LEES & SONS CO., BRIDGEPORT, PA., A DIV. OF BURLINGTON INDUSTRIES





*BE SURE* the good looks and wearability  
of your upholstered furniture is backed up by  
**BURKAIRE** cushioning



The luxurious comfort of Burkaire cushioning is matched only by its extraordinary durability.

Burkaire is made by an exclusive process from new cotton impregnated with a plastic binder. Cloud-soft, it yields gently to the body, never collapses. It will never take a permanent set, even under prolonged pressure, but always returns to its original thickness. Dust-free and vermin-proof, it won't ball up, break down, disintegrate or deteriorate in other ways.

Upholstered furniture cushioned with enduring Burkaire retains its smart new appearance indefinitely — seats and backs won't sag, covering materials won't become loose or shabby, nor wear excessively.

Protect your investment in upholstered furniture by specifying Burkaire. Used in America's finest furniture, it adds not one cent to original cost.



**BURKART** <sup>A</sup> **textron**  
COMPANY

4900 N. SECOND ST. • ST. LOUIS, MO. 36147

\*  
Photos, courtesy  
Shelby Williams  
Industries, Inc.





D. C. Currently by Ash Gerech

## OUR WASHINGTON REPORT:

Hill bills spell business

GSA to sponsor design symposium

Census Bureau issues '63 figures

HE signs are Go for institutional furnishers as you look to Washington. In one area after another, you'll be able to extract great hunks of optimism for your future business, from the plans that are being approved, and those that are taking shape, this Spring in the Capital.

Among the items to note:

Legislators and others are talking about extension of the Interstate Highway program. The most commonly heard figure is from 41,000 miles, expected to be achieved by 1972, to 60,000 miles. This means continuation of the move toward new motels at new interchanges, and the competitive scramble of other motels, motor hotels, and hotels to keep pace.

The aid-to-education act the President signed last month has important side-effects for contract furnishers. Besides helping school systems, and thus saving some of their dollars for updating present, obsolescent equipment, it also serves to put more public attention on the schools. And this is only the first step; there'll be more, you can be sure.

Pressures to aid the elderly show no abatement. The Administration has wanted to abandon a program of direct loans for elderly housing projects, because these show up on the federal budget in full. They've wanted to substitute rent supplements, instead, for their smaller yearly impact. At this writing, the outlook, however, is that Congress may approve extension of the direct loan program, \$50 million yearly for four years, and at a new low 3 percent rate. In addition, it may extend rent supplements to existing units. And it may allow nonprofit elderly housing projects to include nursing home facilities. All this is prime opportunity for the contract furnisher. And, with the growth of the elderly population—all of whom are old enough to vote at least once—Congressional attention to their needs shows signs of atrophy.

The Medicare program also is a stimulus to nursing homes.

The college area is another bright one. The latest Census Bureau projection of college-educated persons gives you some idea of this: The total of persons

(Continued on page 29)



## Koroseal® vinyl wall covering is right for schools!

Koroseal is the decorative, durable vinyl wall covering that's easy to hang. You'll find it in hundreds of schools and colleges, including:

San Diego State College Business Adm. & Mathematics Building San Diego, California	Texas Tech Dormitories, Lubbock, Texas
Northeastern University Women's Dorm, Boston, Mass.	University of Oregon Dormitories 2,3,4,5,6 & 7 Eugene, Oregon
Johnson C. Smith University Student Center, Charlotte, N.C.	Jesuit High School Sacramento, California
Georgetown Visitation High School Washington, D.C.	Grafton Junior High School Grafton, Mass.
Franklin Marshall College Lancaster, Pennsylvania	Mother Guevin High School River Grove, Illinois
University of South Dakota Vermillion, So. Dakota	Mt. San Antonia College Student Center Building Walnut, California
Washington State University Alan Rogers Hall and Orton Hall Pullman, Washington	Skyline High School Salt Lake City, Utah

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F. Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N. Y. 10017. Or call New York—922-5100.

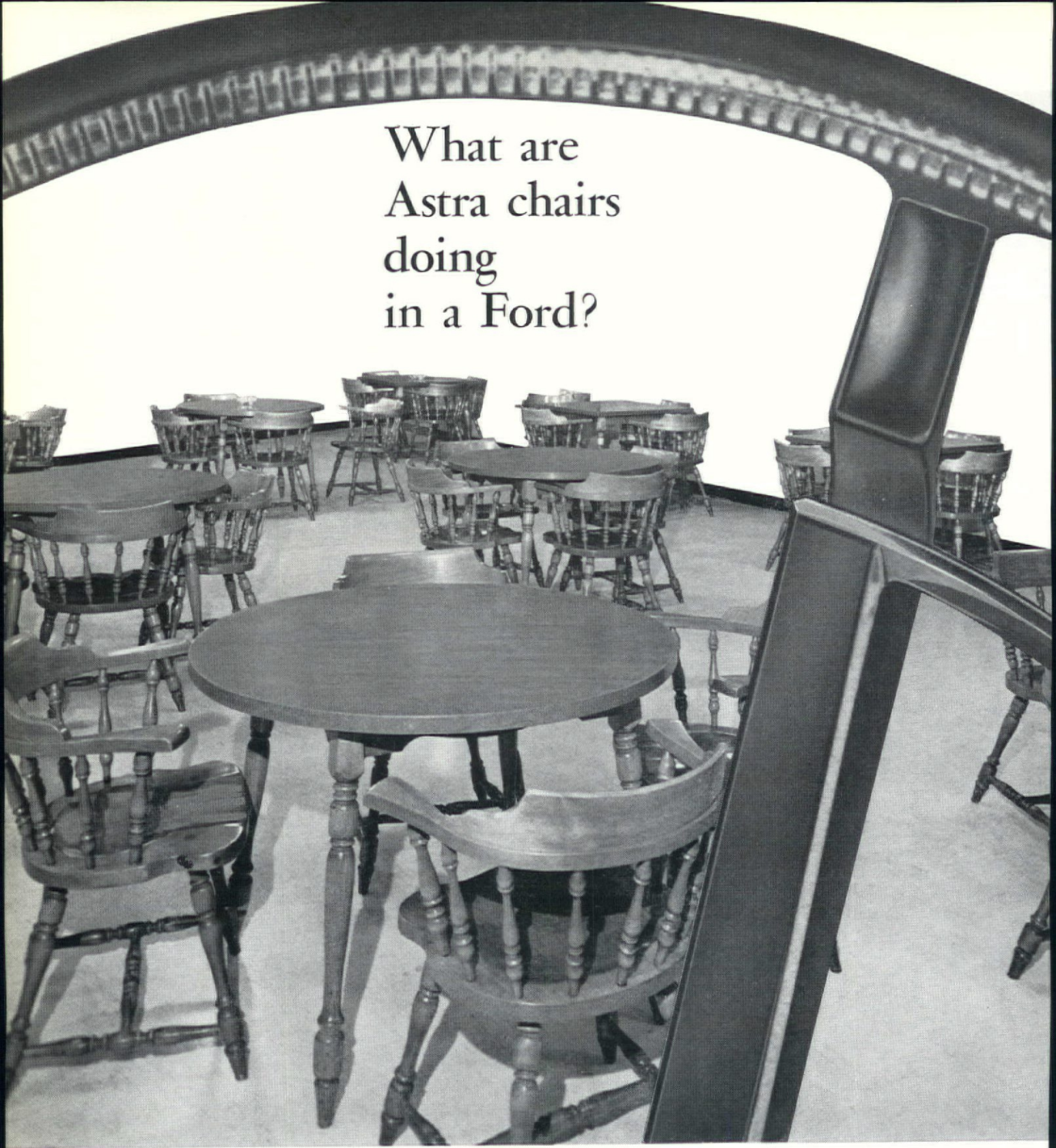


Consumer Products Marketing Division

Household products • Furniture products • Home furnishing products • Drug sundries

Circle No. 24 on product information card





What are  
Astra chairs  
doing  
in a Ford?

## ... The Ford Exhibit at the World's Fair

Astra captains' chairs are just as much a part of American tradition as the Model T. They're sturdy, homey and comfortable to sit in . . . and you never have to crank 'em. In fact, you seldom have to do *anything* to an Astra chair. That's because they're made throughout of solid hard rock northern maple, hand-pegged, hand-wedged, and hand-finished, just as they've been crafted since 1906. No wonder Astra has covered the country just about as thoroughly as the Ford. Whether you run the swankiest club in town or a quaint country tearoom, you'll find the Astra chair you're looking for, at the price you'd like to pay, in our new brochure. Send for your copy now.



**ASTRA**

Bent Wood Furniture Co.  
55 Maple Street, East Arlington, Vermont



## OUR WASHINGTON REPORT

CONTINUED FROM P. 27

With 4 years of college or more is expected to reach 10 to 21 million by 1965. That would double the present number. In the 1960 Census, that was just under 10 million. Here, too, federal aid seems just at the threshold—in the hundreds of millions of dollars. Congress is inclined toward cutting the interest rate on college housing loans to 3 percent, and continuing this program at about the \$300 million yearly level. But that will go up, by and by. And aid for educational building construction is coming now through various federal programs.

The important fact for you to remember about all these fields: federal aid just won't get smaller.

### Environmental design

Design is finally coming in for more federal attention. But there's nary a word spoken in the advance plans about the place of the interior. The General Services Administration Institute will sponsor a five-day symposium starting June 7 here on "Environmental Design and Productivity." Priority for attendance goes to federal architects and other executives who are responsible for productive work environments.

Specific attention will go to such topics as: Study the relationships between individual buildings and the total environment; development of criteria for functional analysis and project programing; analysis of the fundamentals of visual scientific design.

### Federal furniture

The House Appropriations Committee has been criticizing some federal furniture practices. It claims some senior officials have decorated their offices too lavishly, with rugs, draperies and other equipment "solely for the purpose of dignifying the position of the incumbent."

It also questioned the director of the Bureau of the Budget—who, despite his title, isn't a federal housekeeper of this type—about furniture. He responded that the Bureau has been giving strong encouragement to the housekeeper, the General Services Administration, for the rehabilitation of old furniture. He hopes the U.S. can economize a bit by pushing harder for this GSA program. The refurbished furniture looks excellent, he says, and costs the government a good deal less than new.

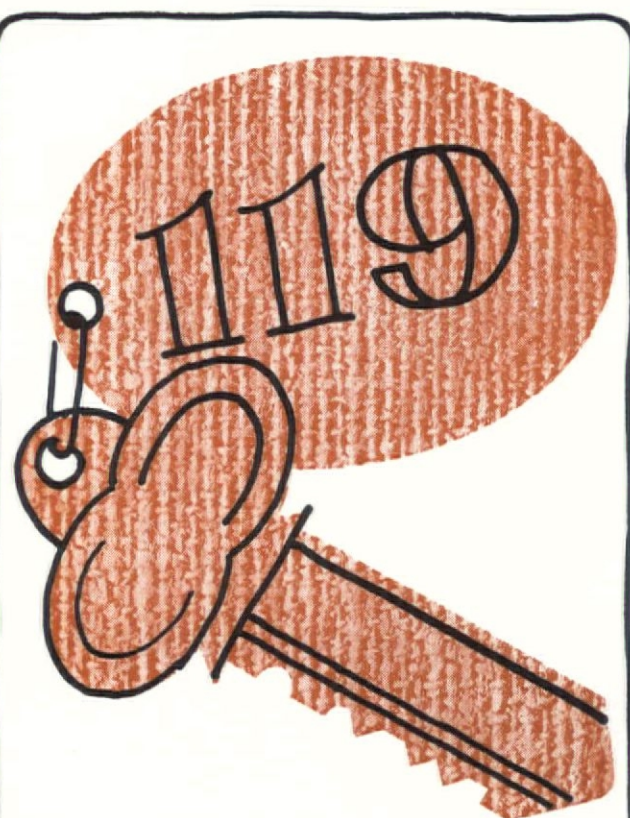
### Census of manufactures report

The Census Bureau has begun issuing its first reports on its 1963 Census of Manufactures. In that year, manufacturers in the metal office furniture industry shipped products valued at \$390 million, 36 percent more than in 1958. The industry, with 168 establishments, employed almost 20,000 workers, four-fifths of them in production.

Main categories included: Chairs, stools, couches, \$34 million, up from \$58.5 million. Desks, \$85.3 million, up from \$66.3 million. Cabinets and cases, \$47.2 million, from \$107.3 million. Other furniture, \$33.8 million, was \$34.2 million.

(Continued on page 31)

Circle No. 10 on product information card



## Koroseal® vinyl wall covering is right for hotels and motels!

Koroseal is decorative, durable and easy to hang. Spills wash right off and it resists scratches and scuffs. That's why you'll find it in hundreds of hotels, including:

Los Angeles Int'l Airport Hotel Los Angeles, Calif.	Cavalier Motel Detroit, Michigan
South Shore View Hotel Chicago, Illinois	Houston International Airport Hotel, Houston, Texas
Intercontinental Airpark Hotel Silver Spring, Maryland	Connades Hotel Riviera Beach, Florida
Mayaguez Hilton Hotel Puerto Rico	Mercury Motel Dearborn, Michigan
Mayfair Hotel Los Angeles, California	Continental Lodge Reno, Nevada
Mapes Hotel Reno, Nevada	Monticello Motel and Restaurant Framingham, Mass.
The Inn Ponte Vedra Beach, Florida	

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F. Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or call New York—922-5100.

**B.F. Goodrich**

**Consumer Products Marketing Division**

Household products • Furniture products • Home furnishing products • Drug sundries

Circle No. 24 on product information card





Setting designed by Interiors for Business, Atlanta, G

## OUT OF THE MANY MOODS OF **MOLLA**

**TEMPORA** . . . the streamlined design so very much in demand for modern interiors. You'll find its durable simplicity ideally suited to a wide range of installations . . . from hotels to motels, clubs, restaurants, lobbies, and lounges everywhere. Little or no maintenance needed. Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53 Street, New York. Showrooms in Boston, Chicago, Dallas, Los Angeles, Miami, Philadelphia, San Francisco, Washington, D.C.

Circle No. 26 on product information card

**molla**  
FURNITURE



## OUR WASHINGTON REPORT

CONTINUED FROM P. 29

Wood office industry manufacturers in 1963 shipped products valued at \$103 million, 63 percent above 1953. The industry included 137 establishments, with 6,700 employees. Main categories included: Chairs, \$35.5 million, and sofas, couches, stools, \$4.8 million; these in a combined category were \$26.2 million in 1958. Desks, \$29.7 million, up from \$23.4 million. Other, \$32.7 million, as \$21.1 million.

### Some upturn in household furniture

The federal program for procuring household furniture has been depressed about a year, because of the Defense Department's decision to stop outfitting family quarters in the States. But officials now detect an upturn in procurement overseas. The reason for this is to stimulate re-enlistments. The Air Force, for instance, has had a Project Hustle-up in Germany. It is refurbishing furniture both at base recreational areas and in family quarters, in an effort to keep more men in service.

### Contracts to come

Your interest in federal procurement isn't academic, and here is proof of it—a sampling of the recent invitations to bid issued by various federal agencies. These are closed by now, but they give you a fair notion of what's in store for successful bidders:

General Services Administration, Washington—General office steel chairs, indefinite quantity, Aug. 1 through July 31, 1966. Composite metal and wood furniture, 540 each. Composite metal and wood quarters furniture and metal furniture, for hospital and quarters, 1,884 each. Metal enamel top kitchen tables, 1 each. Floor and table lamps, 614 each. Table lamps, 2 each; 400 each. General office steel desks, indefinite quantity, through April 30, 1966. Metal furniture, 918 each.

Naval Supply Center, San Francisco—Various lots of household furniture, including living room; desks, tables, bookcases; dining room, tables, chests, china cabinets, buffets, upholstered chairs; bedroom, dressers, vanities, benches, chests.

GSA, Kansas City—Tubular steel furniture.

GSA, Atlanta—Wool bed blankets, 360 each.

VA Hospital, Lebanon, Pa.—Theatre chairs, 250 each.

GSA, San Francisco—Cushion covers for living-room furniture.

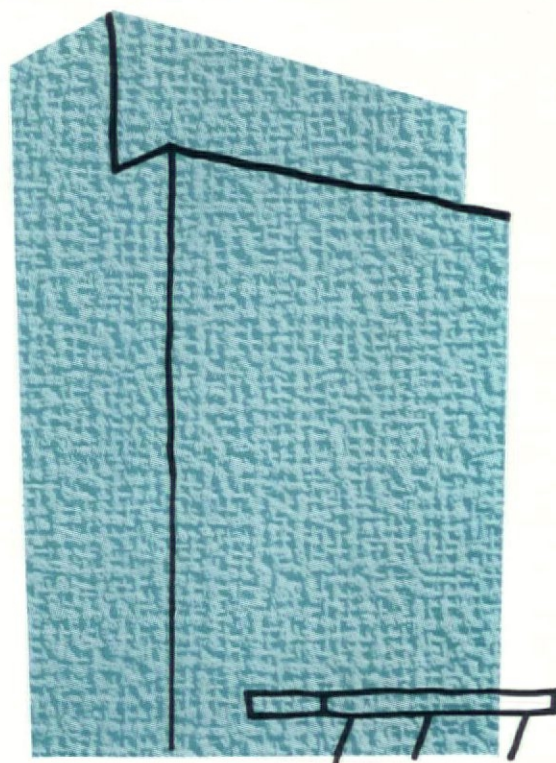
GSA, Chicago—Foam latex pillows, through March 1966.

GSA, New York City—Foam bed pillows, 4,373 each.

GSA, Denver—Cafeteria furniture.

Defense Clothing and Textile Supply Center, Philadelphia—Cotton bedspreads, 88x56 inches, 30,720 each. Wool bed blankets, 60x84 inches, 26,280 each.

Fort Knox, Ky.—Wrought iron furniture. Coffee tables. End tables. Floor lamps. Table lamps. (C)



## Koroseal® vinyl wall covering is right for any building

Koroseal is decorative and easy to hang. Durable, too, it resists scratches, scuffs and spills. That's why you see it in hundreds of buildings, including:

California Federal Plaza Building  
Los Angeles, California

Oakland Airport Terminal Bldg.  
Oakland, California

Tennessee Gas Building  
Houston, Texas

University Baptist Church  
Abilene, Texas

Edgecomb County Court House  
Tarboro, North Carolina

American Red Cross Buildings  
Oakland, California

CBS Building  
New York, New York

The Chase Manhattan Bank  
New York, New York

Northwestern National Bank  
Minneapolis, Minnesota

U. S. Steel Co. Office Bldg.  
Portland, Oregon

Lyric Theater  
Salt Lake City, Utah

Ohrbach's Department Store  
Los Angeles, Calif.

Stockton, Whatley, Davin & Co.  
Jacksonville, Florida

Brunswick Building  
Chicago, Illinois

I.G.A. Supermarkets  
Chicago, Illinois

Philadelphia National Bank  
Philadelphia, Pennsylvania

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F. Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or call New York—922-5100.

**B.F. Goodrich**

**Consumer Products Marketing Division**

Household products • Furniture products • Home furnishing products • Drug sundries

Circle No. 24 on product information card



## MERCHANDISING STRESSED AT CONTRACT FORUMS

The West Coast, now in the midst of the biggest upsurge of commercial construction and furnishings in history, is urgently concerned with methods of merchandising contract products and services to its host of end-users. This concern was expressed last March at two stimulating seminars in Los Angeles and San Francisco, both of them co-hosted by CONTRACT Magazine with Ben Hellman, publisher, acting as moderator.

In Los Angeles, CONTRACT collaborated with the Design Center at a dinner meeting on March 9 devoted to the new sales and merchandising techniques that have developed in the contract field in the past few years. Panelists included Adele Faulkner, well-known interior designer; Paul Schafer, sales-manager of Schafer Bros., manufacturer of contract chairs; Richard Kramer, head of Integrated Design Associates, L.A.; Nor Goldman, vice president of Parvin-Dohrmann, leading West Coast design and supply firm; and Charles Kratka, of the architectural firm of William Periera, Inc., L.A. The panel was occupied for two hours after dinner with eager questions and discussion from the 115 manufacturers and designers in attendance. It was disclosed during the course of the session that a leading group of contract furnishers in the Los Angeles area have held exploratory meetings toward the formation of a trade association.

In San Francisco, Mr. Hellman moderated a contract workshop on March 11, to which the entire morning and a luncheon session were devoted. The distinguished luncheon speaker was Kemmons Wilson, chairman of the board of Holiday Inns, Inc. Questions discussed included pricing problems, merchandising to various types of customers, trade ethics, designer education, elevation of product standards, etc.

The meetings were so rewarding that CONTRACT was asked to repeat both of them next year. The San Francisco seminar will be extended from a morning session to a full-day conference to allow all segments of the industry to participate more fully. It will consist of a general meeting in the morning, and a series of specialized panel sessions in the afternoon. (C)



Co-sponsored by the International Design Center and CONTRACT, dinner meeting in Los Angeles on March 9, drew wide attendance (and photos across page). Johnny Johnson, CONTRACT representative, and Mr. Ben Hellman flank speakers (l. to r., above): Nor Goldman, Charles Kratka, Adele Faulkner, Ben Hellman, Paul Schafer, and Richard Kramer.

Featured speakers at the morning session of the Contract Workshop held March 11 at the San Francisco Western Merchandise Mart (l. to below): Ben Hellman, publisher of CONTRACT and co-host and moderator; Paul Bischoff, Carson Pirie Scott & Co.; Roland Jutras, designer; and Manfred Steinfeld, Shelby Williams Industries.





Angeles



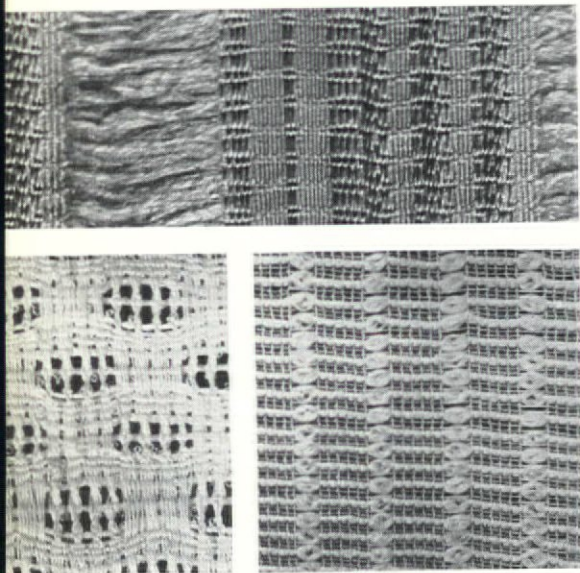
Francisco





## Fiberglas design winners

Owens-Corning Fiberglas Corp. has announced the winners of its Creative Design Contest, open to students in design schools throughout the country and that called for original and imaginative designs for Fiberglas fabrics for curtains



and draperies. A significant aspect of the contest is that all winning weaves will be marketed by Owens-Corning. First prize was awarded to Joyce Chown, Cranbrook Academy of Art. Second prize to Joseph Hamling, Cranbrook. Third prize, plus an honorable mention, to Judy Dougan, Rhode Island School of Design. Honorable mentions were awarded to: Beverly Cropper, California College of Arts & Crafts; Toshiko Horinchi, Cranbrook; Meda Parker Johnston, Cranbrook; Naomi J. Whiting, Rochester Institute's School for American Craftsmen; Linda Lee Young, California College. A special award for creativity went to Meliha Kavak, Berea College. Illustrated are the three top winning designs.

## Suppliers' association

Formation of a new trade group, the Association of Suppliers to the Furniture & Decorating Trades, Inc., was announced last month in New York City. Membership in the group is open to manufacturers supplying fabrics, frames, down, foam, and other supplies to the furniture manufacturing trade. Officers of the new association are: Seymour Zaldin, Zaldin Sons &

Co., president. Marvin Cohen, Naco Fabrics; Irving Weis, Townhill Fabrics; George Gruick, Jarob Fabrics; Julie Jofe, M. Jofe & Sons, Jerry Lewkowicz, Belle Fabrics—all vice presidents. Ed Faerber, Gramarcy Equipment Corp., secretary, and Jerry Rheiner, Rheiner Fabrics, treasurer. Milton S. Teicher has been named legal counsel to the group. Offices are at 39 Broadway, New York City. The organization aims to improve the position of its members in the trade. Among activities presently projected are plans to keep the membership informed of all legislation affecting the industry, plans for an exchange of ideas and information among members, including credit information.

## Home/office concept

More and more American homes will be furnished with office-type equipment as a result of a cross-pollination of office building and residential interior design. This prediction was made by C. J. Hunt, marketing director of General Fireproofing Co., large manufacturer of business furniture. Root of this trend is the growth of the high-rise building devoted to both apartments as well as offices, and designers, commissioned for interior work, have begun to apply home furniture fashion concepts to the office. Conversely, some office furniture ideas are being applied to the homes, Hunt stated.

## Tile Council sets certification program

The Tile Council of America has established the first quality testing and certification program in the history of the ceramic tile industry. This Certification program, effective April 1, is designed to provide better service to designers, architects, contractors, and ultimately the end-user by providing assurance of quality in ceramic tile. Under the program, the Tile Council certifies that tile bear-



ing its triangular Certification mark (see cut) equals or exceeds the highest quality standards set forth for Standard Grade Tile in Department of Commerce Simplified Practice Recommendation R61-61 and Federal Specification SS-T-308b. Only tile that meets these

high quality standards can carry the Tile Council Certification mark. The program, which will cover 91 percent of all domestic ceramic tile production, has four basic objectives: increase acceptance of high quality domestic ceramic tile; continue to improve quality standards for ceramic tile; make available tile that can be specified with confidence; provide assurance of quality to tile purchasers.

## New assignments . . .

Leon Gordon Miller & Associates, Cincinnati, has been retained by Island Creek Coal Co. as consultant for a coordinated program of space, interior, and equipment planning. . . . Integrated Design Associates, Beverly Hills, will study Continental elegance in guestrooms for the Los Angeles Ambassador Hotel. In a \$2 million first phase of elaborate three-part refurbishing program at Las Vegas' Thunderbird Hotel, Integrated will update all public areas, guestrooms, including the theater-restaurant. . . . Mark Karlen, AIA, has been named architect for the new Architectural Builders Center, in Philadelphia's First Towers complex. . . . Morton Textile Furniture, Chicago, has been awarded a \$250,000 furnishings contract for the Pioneer Motel Inn, a 141-unit luxury motel which will include restaurant, meeting rooms, indoor and outdoor pool plus a marina at its Lake Winnebago site in Oshkosh, Wis. . . . Richard Roselle, industrial-interior design consulting firm of Seattle, is currently working on such commissions as: styling United Boatbuilders' 1966 line of Union Cruisers; exterior-interior consultant on a new 7-building high school complex in Bellingham; exterior and materials consultant for the new three-building Bellingham Technical School; exterior-interior color and materials consultant and design consultant for furniture and furnishings of Seattle First National Bank. . . . William B. Tabler, well-known hotel architect, will design the multi-million dollar 500-room Sheraton-Universal, a luxury hotel to be built at Universal City Studios in Universal City, Calif. The fully air-conditioned, 12-story building will cover 10 acres and is the first phase of long-planned plans for a \$40 million, 1,800-room hotel-motel complex. (C)



**North American flattens**

**some old notions about shipping!**



North American makes the carton obsolete because . . . . .



Circle No. 27 on product information card



# MOTELRAMA

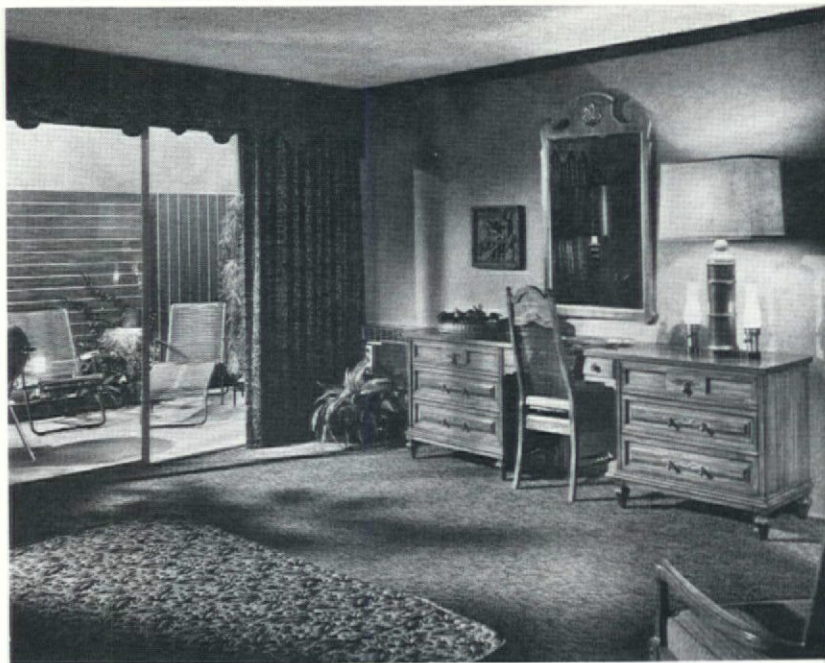
## IDEA ROOM 1965

With the approval of the AMHA, the Motelrama Idea Room for '65 again explores new ways for lodging managers to make their premises more inviting, their chores less time consuming, and a guest's stay more memorable. An annual feature at the joint convention of the National Restaurant Association and American Motor Hotel Association, held May 24-28, McCormick Place, Chicago, the exhibit is planned as an idea source for innkeepers. The newest in furnishing and equipment from more than 30 experienced hostelry suppliers combine ideas for planning new rooms, rehabilitating and updating old units, with an eye out for economy.

Mary Powell, AID, designing this year's Idea Room, selected a Spanish inspired group, La Fonda, from American of Martinsville and extended the theme to the room generally, blending vivid accent colors, wrought iron accessories, red Tuscan draperies by Cohama, and spindle beads at the windows.

Emphasis centers on conveniences in the guestrooms, beginning at the entry to the Idea Room with an instant hot drink service, compact refrigerator, and electric shoe polisher. In the bathroom, a ceiling cluster holds sun lamp and two infra red lamps for added light and warmth.

Introduced for the first time at the exhibition is a lobby-lounge setting with new

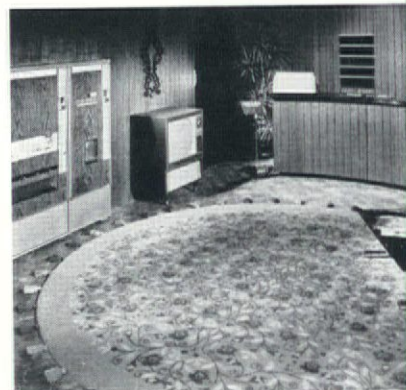


developments in management service units. The Guest Dial Pak switchboard automatically records all local and long distance telephone calls, directly dialed by guests. Another, the compact status system panel built into the reception desk, shows room availabilities at a glance, provides message indications, and housekeeper-to-desk intercom. For the guests, refreshment wall units dispense hot coffee, cold drinks, snacks, and cigarettes, a boon to late arrivals and for early departures. The unit is paneled to blend into the wall unobtrusively.

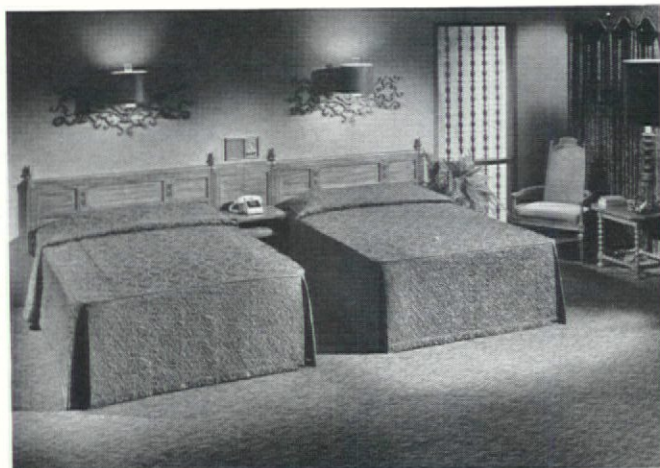
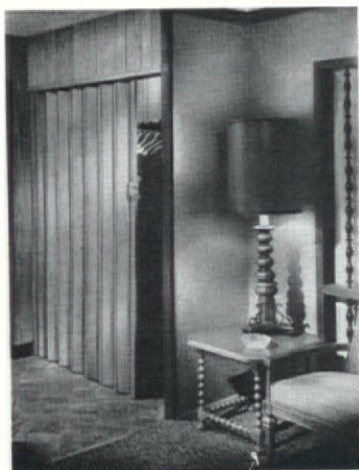
A spacious patio complete with barbecue kettle concludes the exhibit. There is comfort and convenience for guests, function and practicality for management.

Sponsors for the Idea Room and Lobby Lounge are: American of Martinsville, American Telephone & Telegraph Co., O. Ames Co., Cabin Crafts Inc., Cohn-Hall-Marx Co., Courtesy Interstate, Erickson Industries Inc., Federal Glass Co., Frigidaire, Georgia-Pacific Corp., Harvard Mfg. Co., Hough Mfg. Co., Middletown

Mfg. Co., Phil-Mar Corp., RCA Commercial Products Sales, Reliance Panel Inc., Schlage Lock Co., Russ Stonier signs, U. S. Gypsum Co., U. S. Rubber Co., Briggs Mfg. Co., Case Plumbing

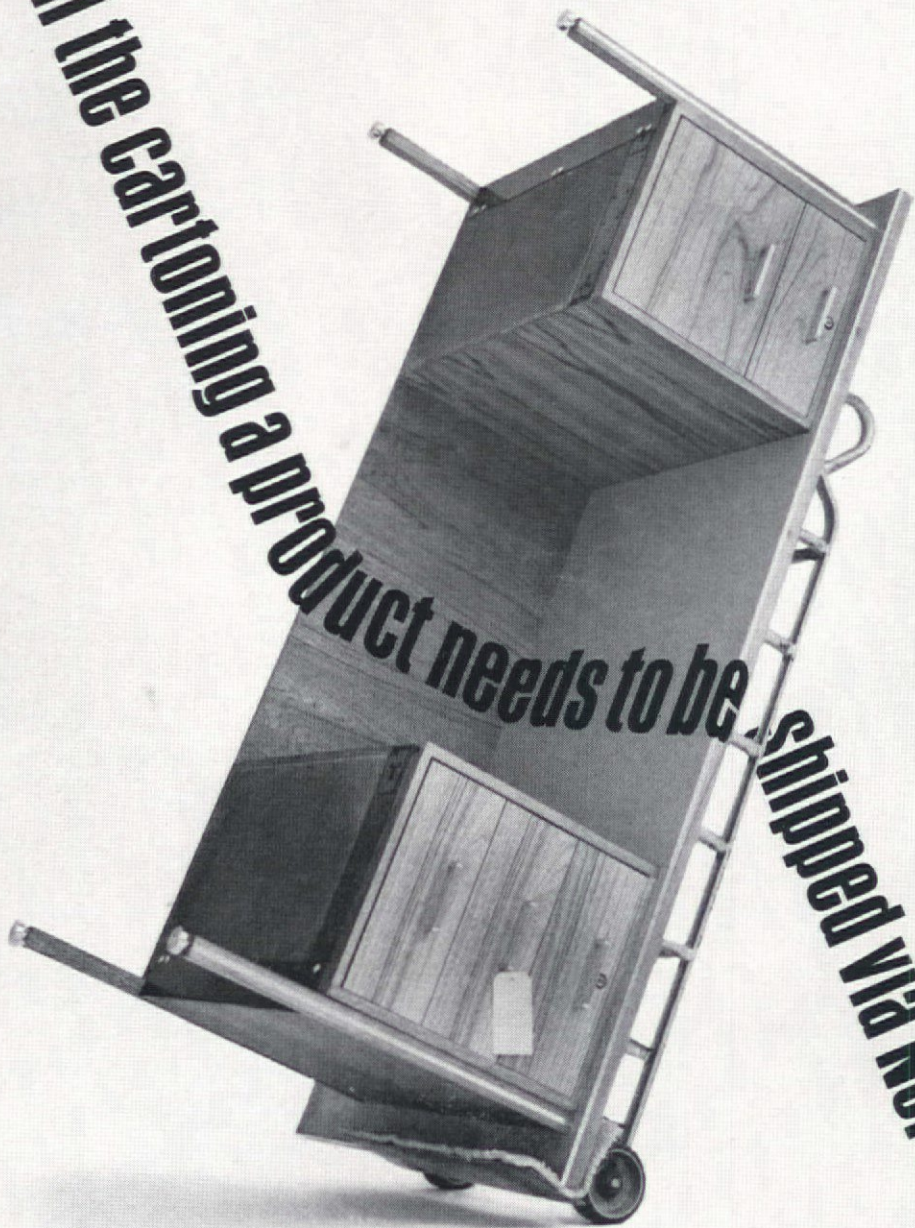


Co., F. H. Lawson Co., Showerfold Corp., U.S. Ceramic Tile Co., American Artificial Flower Co., Weber-Step Products Co., Angelica Uniforms, Dr. Mfg. Co., Monarch Furniture Co., San Co., The Vendo Co., Vogel Peterson Whitney Duplication Check Co.





**...This is all the cartoning a product needs to be shipped via North American!**



North American's uncartoned service takes the waste out of shipping because . . .



Circle No. 27 on product information card



# TROPITONE CONTRACT

*Low Maintenance  
Long Life...and  
Stacks  
Easily!*



CONTRACT LINE, SHOWN ABOVE, DESIGNED FOR QUANTITY SELLING TO HOTELS, MOTELS AND CLUBS. ALSO AVAILABLE - BEAUTIFUL PAGODA, LANAI AND LEILANI LINES

**DOLLAR VALUE**—Where costs must be considered and where wear and tear is greater than in the average home—more and more hotels, motels and clubs are using TROPITONE—the furniture that doesn't have to be pampered. It's rust proof, made of heavy gauge tubular aluminum with baked enamel finish. Vinyl lacing. Guaranteed for one year against defects in workmanship and materials.

**TROPITONE TOPS** are available only from Tropitone. Especially recommended where freedom from breakage and injury is essential—as in hotels, motels and homes with active children.

**WRITE FOR BROCHURE.**

Showrooms: New York, 425 E. 53rd Street;  
Midwest Agent, 7-105 Merchandise Mart;  
Dallas, 390 Decorative Center.



Circle No. 11 on product information card

## CONTRACT NEWS

TOM LEE LTD. has moved to new and expanded quarters at 1010 Third Avenue, New York City. The new location was chosen for its proximity to suppliers and sources and much needed additional space.

Wilson L. Harrell, the largest individual stockholder in STRAUS-DUPARQUET INC., and president of the firm's subsidiary, Wilson Harrell & Co., has been elected chairman of Straus-Duparquet. Plans for an immediate and drastic housecleaning and rebuilding program for the firm will curtail unprofitable operations and reconcentrate on the designing and buying of commercial food service facilities and contract furnishings—the traditional business of Straus-Duparquet. ALBERT PICK CO., INC., another subsidiary engaged in the same operation, will now operate as a branch of the S-D Institutional Division, rather than as a separate company.

MOLLA INC., has been awarded a U. S. patent for its special coupling device, used for applying webbing on Molla's Marina collection. With this newest award Molla has over 49 patents and patents pending in addition to an almost equal number of design patents and copyrights.

THAIBOK FABRICS LTD., has moved to newly designed offices at 306 East 61 St., New York City. The new offices and shipping facilities are handy to the recently opened trade showroom at 969 Third Avenue, New York City. Thaibok also has a Boutique for its exclusive accessories of Thaibok silk.

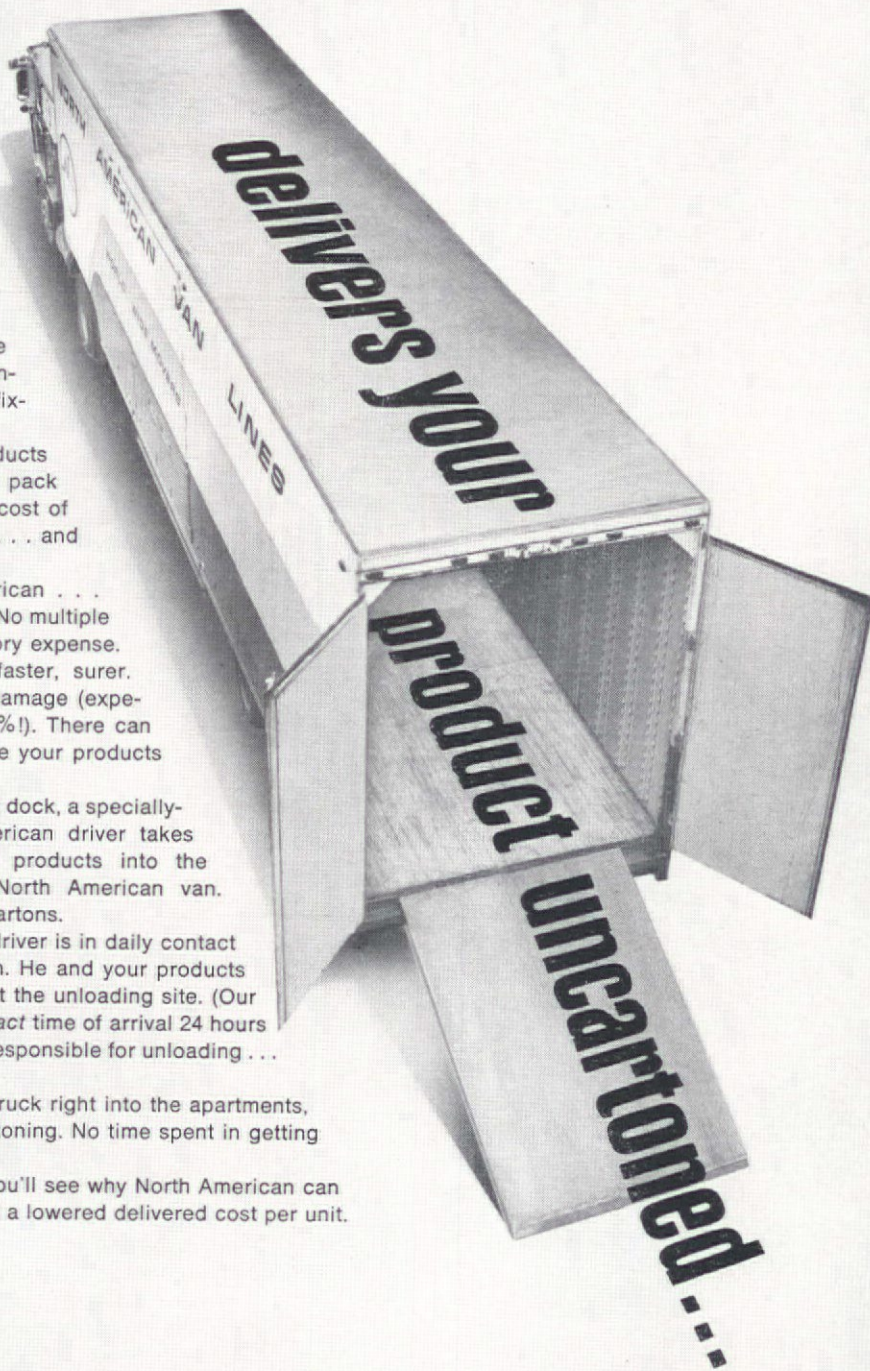
STATE OF NEWBURGH and STATE OF HIGH POINT have opened a new showroom in New York City, where the firms' latest upholstered furniture is on display. Traditional styling in sofas, loveseats and chairs. State of Newburgh will be shown, along with the Country Manor House line of wood frame and upholstered pieces from State of High Point.

IMPERIAL WALLPAPER MILL, INC., of Cleveland, Ohio, announced the opening of a new showroom in the D & H Bldg., in New York City. The New York City tributor, Imperial-New York Corp., will show the entire Imperial family of wallcoverings including Glendura vinyl fabric, Glencraft, Jean McCain, E-Z-Du murals.

ARTHUR H. LEE & SONS, INC., has purchased the complete assets and control of JOFA, INC. Though the company will be run as a separate corporation, its showroom will be moved to the Lee Fabric Bldg., New York City, and its present national representation retained. The new management of Lee/Jofa will be headed by Derek A. Lee, president and treasurer; Stanley B. Greet, executive vice president. Thomas F. Foy, a Jofa vice president, will continue in that position under the new management.



# North American New Products Service



## on time...at lower unit cost...with less damage!

Now North American takes the waste and the fat out of shipping new residential, institutional, and store furniture, fixtures and appliances! Here's why.

With North American's New Products Service, you don't have to carton or pack products for shipping. You save the cost of labor for cartoning and uncartoning . . . and the cost of cartoning materials.

Only one carrier . . . North American . . . handles your products. No interlining. No multiple handling. No warehousing. No inventory expense. No intermediate stops. Delivery is faster, surer.

And there's much less chance of damage (experience proves damage is less than 1%). There can be no *concealed* damage either since your products travel uncartoned.

Here's how it works. At your loading dock, a specially-trained and experienced North American driver takes full responsibility for loading your products into the specially-equipped and capacious North American van. There are no heavy, space-wasting cartons.

On the road, your North American driver is in daily contact with North American Central Dispatch. He and your products arrive right on schedule. No waiting at the unloading site. (Our driver notifies the consignee of his exact time of arrival 24 hours in advance.) And he'll be completely responsible for unloading . . . even installation if you wish.

Now your product moves from the truck right into the apartments, school, or hotel. No delays. No uncartoning. No time spent in getting rid of cartons.

Think over what you've just read. You'll see why North American can deliver your products faster . . . and at a lowered delivered cost per unit.



Let him save you time, money, and headaches in shipping. Let North American study your shipping problems, see if you can ship more economically by North American. Just phone collect to . . . Del Lambert, V.P., New Products Service • Area code 219, ph. 742-5451.



**NORTH AMERICAN VAN LINES**

Fort Wayne, Indiana

Circle No. 27 on product information card



## Desks Inc. won't keep your client dangling

... now he can see the office furniture you're recommending right in our showroom. **Desks, Inc.** offers a vast selection of fine office furniture from America's leading manufacturers, set in a comfortable atmosphere. **Desks, Inc.** assures you and your clients all the specialized services that smart interior designers, decorators and architects look for to produce a "trouble-free" installation. We're proud of our custom craftsmanship, warehousing facilities and "off the street" delivery that sets your furniture right in place. All this, plus a knowledgeable staff to attend to every detail, are the ingredients that guarantee a "turn key" job. Make sure your clients' "package" is delivered to him in perfect condition — by people who've handled it with care. Visit our showroom at 71 Fifth Ave., N. Y. C. (Cor. of 15th St.) or call 212-AL 5-5454.



*Desks Inc.*

**A COMPLETE SOURCE  
FOR FINE OFFICE FURNITURE IN NEW YORK**

Circle No. 28 on product information card

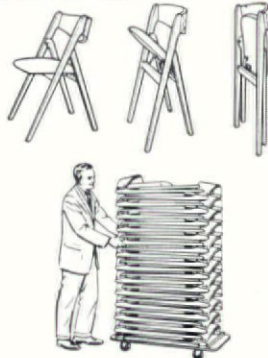
Coronet

**WONDERFOLD**



*folding*  
**Chairs**  
*... without equal*

folding and stacking



in folding sections



Chairs  
with  
arms



with folding  
kneelers



with folding  
book boxes



*with more  
COMFORT and  
FLEXIBILITY  
than other wood  
folding chairs*

For Clubs — Conference rooms  
— Clinics — Chapels — Class  
rooms — Auditoriums — Banquet  
rooms — Field houses — Offices  
— Churches — Restaurants —  
Motels — Libraries — Reception  
rooms — Mortuaries — Music  
halls — Art galleries — Board  
rooms — Reception rooms.  
Fifteen stocked models, plus  
variations.

NORQUIST PRODUCTS INC.  
JAMESTOWN, NEW YORK

SINCE 188

Circle No. 67 on product information card





If you think our Russet Quarry Tile harmonizes, you should see our Navajo, Oriental, Cinnamon, Egyptian, Suntan, Greytone, Mecca, Bluegrass Green, Cadet Gray and Colonial Buff.

With Carlyle Quarry Tile, the harmony always remains the same.

Only the colors change to suit the designer's mood. Or needs.

And since we make considerably more colors in quarry tile than anybody else, you can readily see why Mosaic is at home in just about any setting.

In its own quiet way, our Russet actually tells our color-compatibility story better than we ever could.

For instance, notice above how it harmonizes with the wall colors (background, 6448 Parchment; with subtle

vertical abstract, in 6449 Spice Mocha, 6451 Fawn Beige and 6447 Gold Dust). Convincing?

Like we say, you should see the rest of our palette. Your Mosaic Representative can arrange that. And talk price ranges and local availability while he's at it.

Or, write The Carlyle Tile Company, Ironton, Ohio. For availability of Carlyle Quarry Tile on the Pacific Coast, write to The Mosaic Tile Company, 909 Railroad Street, Corona, California 91720.

**CARLYLE  
QUARRY  
MOSAIC TILE**

"Mosaic" is the trademark of The Mosaic Tile Company.



inspiring  
interpretations  
of  
**ITALIAN  
PROVINCIAL**

At Scerbo, you'll explore new horizons in office furniture design . . . a whole new world of Italian Provincial masterfully styled in the neo-classical vein.

Shown: No. 3566 Desk



Write for new decorators catalog.

**Frank Scerbo  
& Sons, Inc.**

140 Plymouth Street, Brooklyn 1, N. Y.

ULster 2-5959

Circle No. 30 on product information card

**PEOPLE**

ELI KAPLAN is a newly appointed vice president of Designs for Business Inc., supervising, coordinating and controlling the firm's design projects.

JOHN M. WHITTAKER was elected vice president of the Felters Co., responsible for the newly formed Taping floor covering division.

EDWARD C. COLIN, ALBIN B. KISIELIUS, and WESLEY V. PIPHER have been elected partners of Perkins Will, architects of Chicago, New York and Washington.

JEROME E. COOK joins Patchogue-Plymouth Co. as carpet installation consultant to the industry.

Royalmetal Corp. has appointed DANIEL P. NUGENT as vice president of marketing.

ROBERT B. SALIE, new district manager for General Fireproofing Co., will cover Arizona, Colorado, New Mexico, Utah, Wyoming and parts of Texas.

JOEL BRENNER joins the staff of Reiner Fabrics, Inc. as sales manager, with offices and showroom in New York City.

J. D. KAHNEY has been appointed manager of advertising and sales promotion for home furnishing products of U.S. Rubber Co. Responsibilities will include Naugahyde vinyl, Koylon latex foam cushioning bedding, and Royal vinyl carpet underlay.

DAN STEFANEK has been named to the new post of midwest contract sales manager for Cabin Crafts Inc. headquartering in the Chicago office.

ROBERT MULCAHY is the new director of sales for Allied Chemical's Fibers Division.

IRVING M. JENTIS was recently named general manager of the Harvard Mfg. Co.

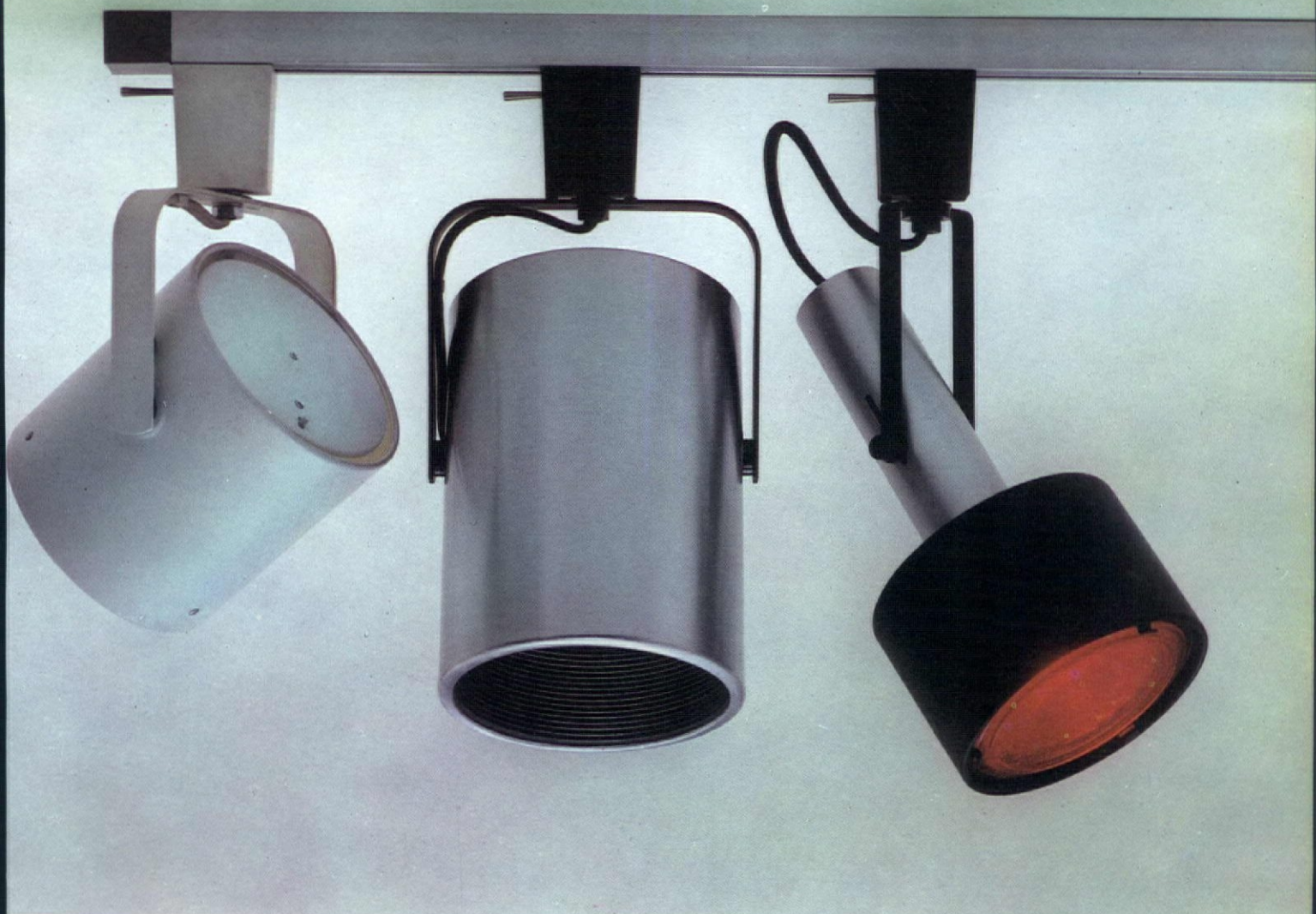
E. D. STOKES will represent the Frederik Lund collection of furniture and lighting in Ohio, Indiana, Michigan and Kentucky.

RICHARD THOMPSON has been named supervisor, contract and special projects merchandising, for Creststrand Co.

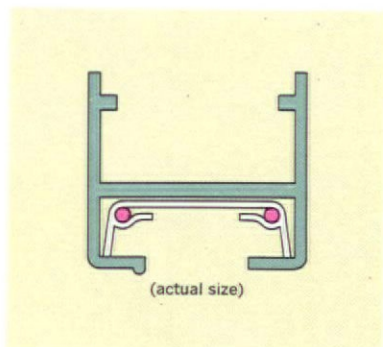
GORDON BAKER will fill the newly created position of supervisor of contract sales for All-Steel Equipment Inc.; HERBERT T. SIEBERT is new sales promotion manager.

Circle No. 31 on product information card





## Lytespan®. The one track for the best connections.



Lytespan track has the smallest cross-section: 1" x 1 1/8". Comes in 4' and 8' modules. Turns corners with a 90° connector—no bulky junction box; no change in cross-section.

Clip Lytespot to track anywhere. Thumb-screw engages mechanically—simply loosen to slide along track to new position. Lever engages electrically—just turn to disconnect for on-track storage.

Flexibility. With the cleanest look possible. That's Lytespan. Run it straight. As far as needed. Curve it. Turn corners. Run Lytespan on a surface. On stems. Recessed. Run Lytespan on walls (vertically or horizontally). Extruded anodized aluminum looks clean any way you mount it. Anywhere... because all fastenings are concealed. Lytespan accepts these 3 and 25 other Lytespots... for flexible focal lighting, vertical surface illumination, and general lighting. Interchangeable color filters, spread lenses and heat filters fit most fixtures. Wattage ranges from 25-watt pencil spots to 500-watt floods including Cool-Beam lamps. Accessories, such as a built-in dimmer control for Lytespots and a pendant adapter for Lytespan, add practical versatility. That's the long and short of Lightolier's Lytespan. Literally. See Yellow Pages for nearest Lightolier distributor, or write to Lightolier, Jersey City, N. J. 07305 for brochure 40-A.

## LIGHTOLIER®

Showrooms: 11 East 36th Street, New York; 1267 Merchandise Mart, Chicago; 2515 South Broadway, Los Angeles; 1718 Hi-Line Dr., Dallas.



It's the way  
we check things at  
La France...that makes  
the fabric better!

Check . . . check . . . check . . . !  
That's the La France way of making sure  
that every fabric we manufacture  
meets the highest standards.  
Every step of the way (La France checks  
each run with over 10 tests)  
this rigid quality control is maintained.  
The result . . . better fabrics —  
better business — for you!



**LA FRANCE**  
*Industries, Inc.*

**145 E. 32nd ST., New York 16**  
MUrray Hill 5-1622

CHICAGO: American Furniture Mart  
LOS ANGELES: Los Angeles Furniture Mart

Circle No. 32 on product information card

**PEOPLE**

ROBERT J. RUNGE assumed duties as president of Milwaukee Chair Co. as of February 1965.

JAMES R. FITZPATRICK, JR., was named new president of Hightstown Rug Co.

RAY FRAZIER was appointed to the new post of manager, Branch Koylon Sales, for the Koylon latex foam rubber bedding division of U.S. Rubber.

THOMAS H. DANIELS, newly appointed sales representative for Imperial Desk Co., will cover California-Nevada territory.

FRANK RUSSELL has joined Tintawn, Inc. as regional sales manager for the New York market for Tintawn Irish carpeting.

HOWARD SUTTON was recently appointed sales promotion manager by Herman Miller Inc.

BART FORD joins the New York sales staff of Avon Inc., Furniture.

Recent appointments at Kirsch Co. are: JAMES LORD, sales representative for Louisiana; ROGER SECONDINE, San Antonio; ALLEN E. THOMAS, Dallas, Texas. RICHARD REPKE and THOMAS MEEHAN were named full-time representatives for Architectural Kirsch's commercial drapery hardware line, for Chicago and New York respectively.

EDWARD J. HICKEY has been appointed secretary-treasurer of General Plywood Corp. THOMAS PAPPAS joins the firm as new regional sales manager of the Mid-Atlantic and Southeast.

HENRY BELL has been named a showroom manager for J. K. Gill's contract furnishings and interior division in Portland, Oregon.

MAX MEISEL, JR., manager of the Burl-Crest department of Burlington House was appointed a member of the executive committee and chairman of the sponsorship committee for the 1966 Rooms Tomorrow.

GEORGE F. NEUROHR, new southwestern sales representative for the fibers and fabrics division of Union Carbide, will handle the sales of Vileau fabrics in Texas, Louisiana, Mississippi, Arkansas and Oklahoma.

LARRY J. D. SALTER, newly promoted Detroit district manager for Corry Jamestown Corp., is succeeded by MARTIN KEITH WRIGHT, Detroit district representative.

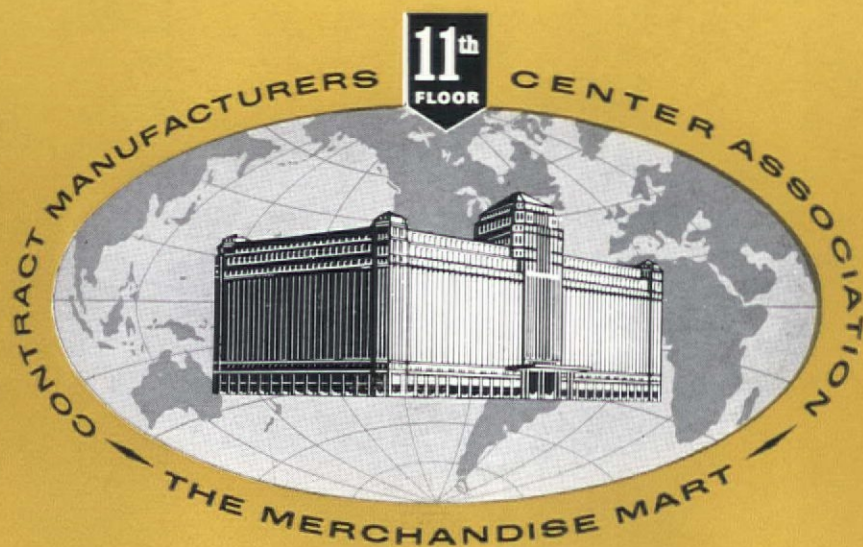
Circle No. 33 on product information card



On the eleventh floor of The Merchandise Mart, Chicago, you will find the world's largest concentration of contract furnishings, established especially for the use of contract designers, architects, dealers and their clients. *What could be more convenient and efficient?*

Adanlock-Jamestown Corp.  
O. Ames Company  
Kenneth R. Baker & Associates  
Beautycraft Furniture Industries  
B. Brody Seating Company  
The Buckstaff Company  
Peter G. Buckstaff Co., Inc.  
Charlotte Chair Company  
Chicago Hardware Foundry Co.  
Commercial Carpet Corp.  
Condi Division,  
Pacific Furn. Mfg. Co.  
De Luxe Metal Products  
Paul L. Dodds Company  
Empire State Chair Company  
R. J. Fuller Associates  
The Globe Wernicke Company  
The Howell Company  
Imperial Desk Co., Inc.  
The Johnson Chair Company  
Johnson Plastic Tops, Inc.  
Krueger Metal Products  
M. R. M. Showrooms  
Madison Furniture Ind.

Jo Mead Designs  
Milwaukee Chair Company  
Molla, Inc.  
Myrtle Desk Co., Inc.  
Peerless Steel Equipment Co.  
Peter Pepper Products  
R-Way Furniture Co.  
Robert John Company  
Royalmetal Corporation  
Rubee Furniture Mfg. Corp.  
Shelby Williams Industries, Inc.  
Steelcase Inc.  
Superior Sleeprite Corp.  
Taylor Chair Company  
Tri-Par Manufacturing Co.  
Troy Sunshade Company  
Albert Van Luit & Company  
Victrex Sales Corp. of Illinois  
Victory Upholstered Seating Co.  
Virtue Bros. Manufacturing Co.  
Watson Manufacturing Co.  
Richard Winter Associates  
Yawman & Erbe





**If you're a carpet expert...  
you may not need Alexander Smith**  
*You'll have worked out all the facts:*



*Carpeting can give  
a bank the feeling  
of welcome, trust  
and stability—  
but what about the  
punishment it will  
have to take?*

*The best grade for  
the motel trade—  
but how long will it  
keep its good looks  
and how will it  
clean?*

*The pile depth needs  
to say luxury in a dr  
shop—but will it deve  
traffic lanes?*

If you know all the answers about carpeting, just pick up the phone and arrange delivery with an Alexander Smith contract dealer. But if you need some guidance and a bit of advice you can become a carpet expert simply—and easily—by calling Alexander Smith.

We're ready to answer the call right now...

- To translate your ideas into finished carpeting.
- To make recommendation based on your color and

style requirements and your project's budget for content, construction, maintenance.

- To watch out for final details like on-time delivery proper installation and cost.

Alexander Smith makes every kind of carpet, all finishes and weaves... and backing up our experts is the largest force of designers with access to the greatest manufacturing capacity in the industry.

**Alexander Smith**  1845<sup>©</sup>  
CARPETS AND CUSHIONS  
295 FIFTH AVENUE, NEW YORK, NEW YORK 10016

Circle No. 34 on product information card

CONTR



... consider Scalamandrè!

**You mean the Scalamandrè  
silk people ?**

Not just silk... wool, cotton, linen, you name it.  
Great line of casements and architectural textures!

**Wallcoverings, too ?**

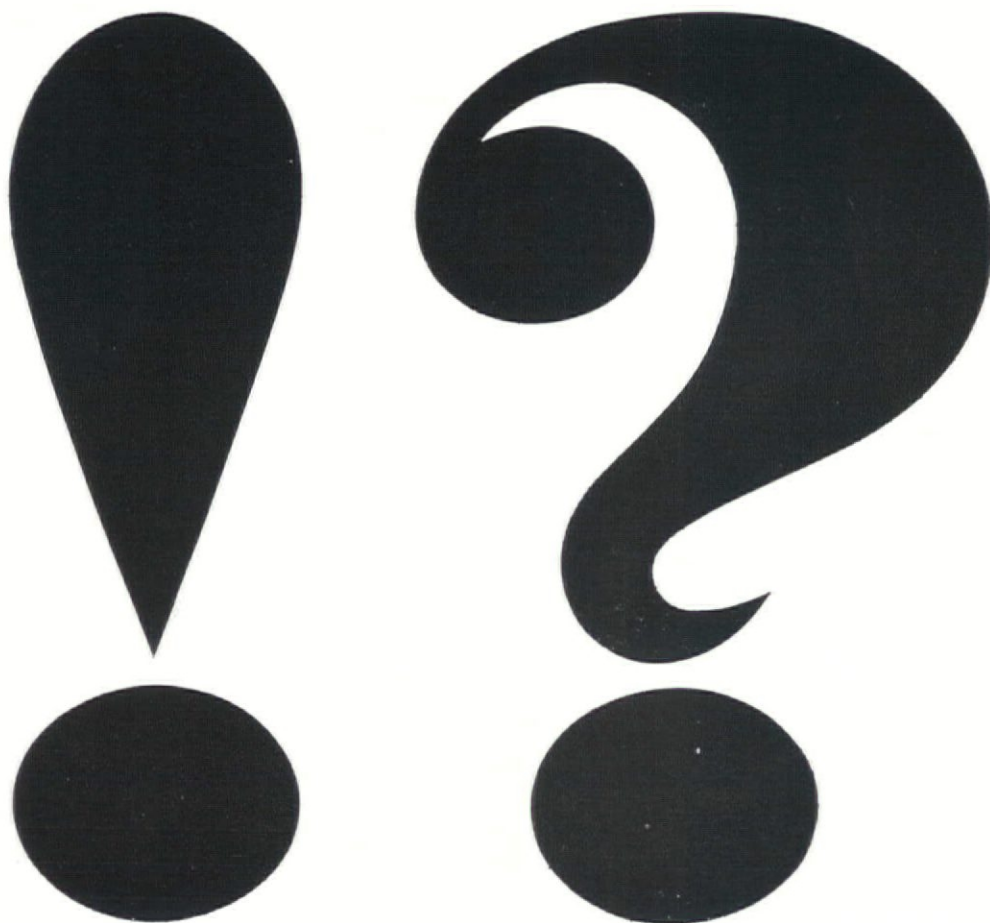
Remarkable collection!

**Expensive ?**

Wide price range!

**How do I get in touch ?**

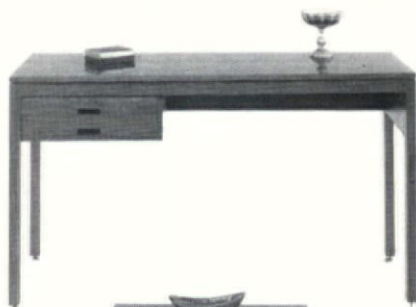
Call their Architects' Division... 361-8500  
or drop a line on your letterhead to Scalamandrè,  
Dept. C, 977 Third Ave., New York.  
Worth your while!



Circle No. 35 on product information card



the total contract source



**MARDEN**

the sum of these parts:

Beauty—efficiency—economy—convenience—  
quality—service gives you the best total gain:

MARDEN CONTRACT, your complete source  
for stock or custom contract interiors. Write now  
for the MARDEN CONTRACT CATALOG.

**Marden Mfg. Co.** 1015 N. Halsted Street  
Chicago, Ill. 60622

Gentlemen: Please send me the new Marden Contract  
catalog and data. C-55

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Circle No. 36 on product information card



# After your 2500th coffee break, you're on your own.

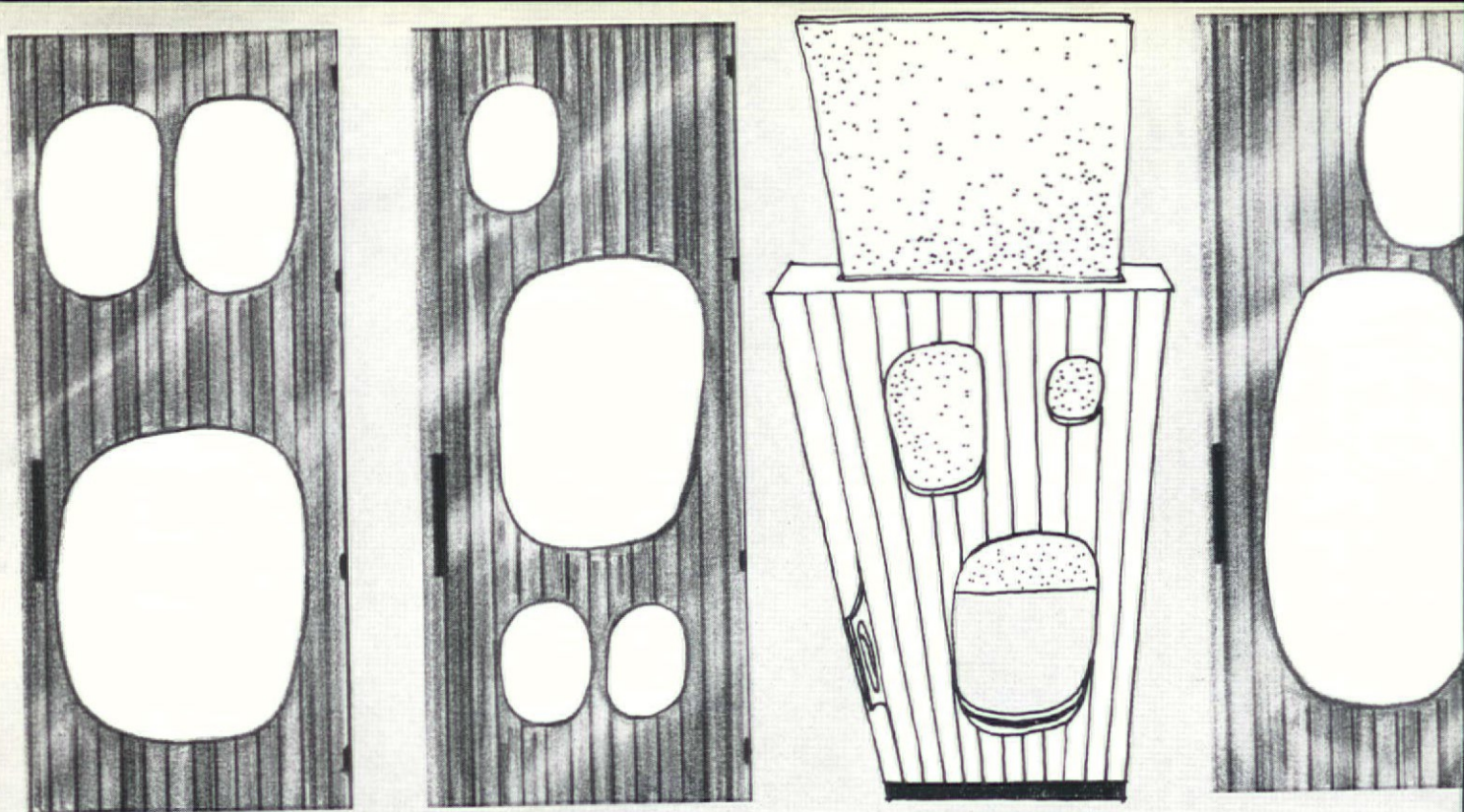
But for the first 2500 coffee breaks (five full years), you'll have the best upholstery guarantee there is. It's the one we offer on our Blue Chip Vinelle® upholstery collection for contract furniture. Simply stated, the guarantee says that if Blue Chip Vinelle fails in service as a result of defective material or does not stand up under normal wear for a period of five years, we replace it free, including a reasonable charge for labor. Once you learn that this guarantee is five times better than anything else in the industry, you'll probably want to see Blue Chip Vinelle's 21 beautiful decorator colors right away. And who could blame you? The General Tire & Rubber Company, Chemical/Plastics Division, Lawrence, Massachusetts.



TOP QUALITY FOR 50 YEARS

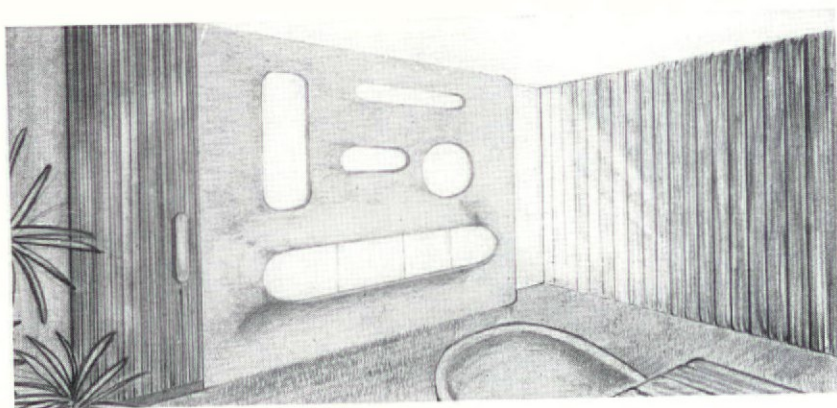






*Creative ideas in glass:*  
**Free-form panels of glass  
 set doors and walls aglow**

ASG's Huewhite translucent glass turns a composition of simple abstract shapes into a luminous mural of light patterns, in these exciting concepts by Charles Winecoff of Planned Office Interiors, New York.



**Patterns** (top) for doors along an executive office corridor differ widely, yet have an emphatic and harmonious visual relationship. Huewhite® glass, inserted in a single sheet through a slot in door top, allows light to pass between offices and corridor, yet affords maximum privacy. Doors are made of Brazilian rosewood scored in 3" vertical sections. The dark, rich wood was chosen for maximum contrast with the whiteness of the glass

**White-on-white** mural effect (above) in conference room is achieved by setting "windows" of Huewhite glass into a white textured plaster wall. The glass is made softly luminous by light from adjoining corridor. Sculptured form extending from the wall has backlighting doors of Huewhite and serves as a storage unit. A floor-to-ceiling panel of Huewhite (right) in each corner admits gently diffused illumination and gives a feeling of space and light beyond the room.



**Huewhite** transmits and diffuses light at the same time it obscures images seen through it. Its uniform whiteness and subtle surface pattern work harmoniously with an extensive range of color schemes and complementary materials. For more information on Huewhite and the whole exciting line of ASG patterned glasses, write: Dept. X-5, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

© American Saint Gobain 1965

*The complete glass line for contract interiors!*

**AMERICAN SAINT GOBAIN**





# HARDWICK CARPETS

Shows Rodger Young's  
Restaurant Auditorium  
features good taste  
in decorating, too!

A Los Angeles landmark nationally known for fine dining is the Rodger Young Restaurant Auditorium. And by carrying over their famous good taste to interior decorating, their choice in carpeting was Hardwick . . . of course. For no lesser quality and beauty would do.

Because Hardwick is a compact mill — flexible enough to provide exactly the contract quality needed exactly when needed — well, it's no wonder Rodger Young selected Hardwick Carpets.

And being a compact mill permits Hardwick to give personalized service . . . maker-to-user advice . . . and of major importance, a better edge on price.

Whatever your clients may require in contract carpeting, the chances are better than excellent Hardwick can meet those requirements. Specify Hardwick and you're specifying more than a century of carpet-making craftsmanship.



Send \$1.00 for Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.



**HARDWICK & MAGEE CO.**  
Lehigh Ave. at 7th St., Phila., Pa. 19133

Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find \$1.00 enclosed.

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_ C

**HARDWICK & MAGEE CO.**  
Avenue at 7th Street, Philadelphia, Pa. 19133  
Dallas Detroit New York San Francisco

Circle No. 39 on product information card



**There are 9 new  
Penguin  
Refrigerated Cabinets.  
This is one of them.  
Our new 4-color catalog  
shows the other eight.  
Please write for it.**



You'll be enticed by the new Penguin catalog—and even persuaded to specify a Penguin refrigerated cabinet in your next layout. These new models are completely re-designed: fronts and backs finished in the same hand-rubbed genuine woods (walnut, teak, rosewood, mahogany)...hardwood tops and serving sections specially processed to be impervious to burns, heat and stains...4 full size, shucker-type ice cube trays...automatic defrosting...molded plastic interiors...individual tumbler locks...and more. But before you specify, see the new Penguin catalog.



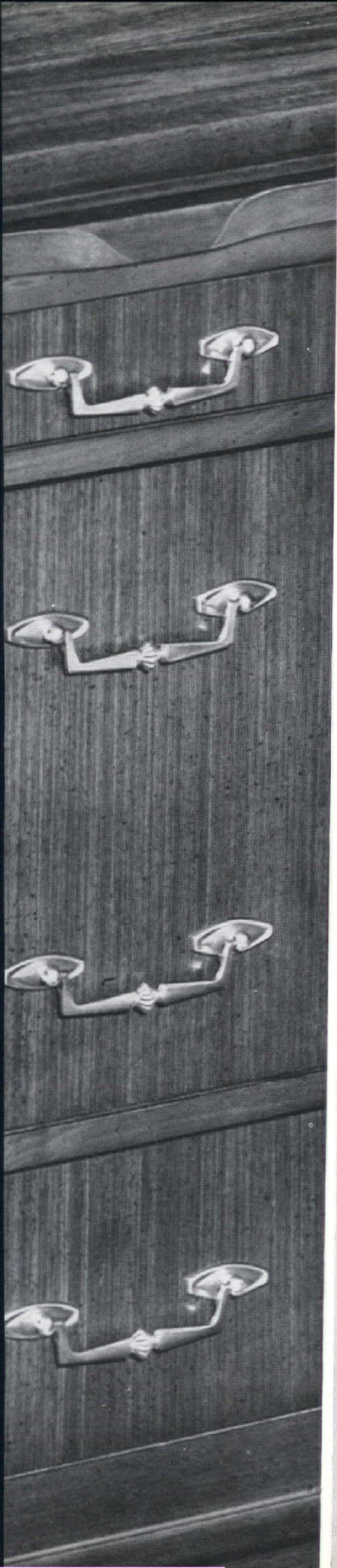
**SPRINGER-PENGUIN, INC.** 7 Brookdale Place, Mt. Vernon, N.Y. (914) Owen 9-3200

New York Showroom: 162 East 62nd Street

In Canada: 160 Bates Rd., Montreal

Circle No. 40 on product information card





## Why Leopold's new TMSL Line is a better buy than authentic traditional

Leopold's new TMSL Line has a traditional *feeling* but that's as far as it goes. Behind the facade of its distress finish is pure modern thinking. For instance, the exterior finish looks antique but it's as modern as today's technology can make it. The beautifully grained American Black Walnut has a *baked on* finish that is chip resistant, mar resistant and won't crack or peel . . . and it's all accented by antique bronze drop pulls. The knee-space corner posts are treated by a special densifying process that eliminates splinters, dents, and unsightly mars. Densiwood® is the name and it makes these posts impervious to abuse. The file drawer features a suspension system with nylon rollers for smooth, quiet operation . . . even when the drawer is fully packed. The box drawers utilize the three-point suspension system to give trouble-free operation for a "deskttime." All drawers, including the center drawer, are equipped with adjustable partitions to help keep work organized. The hand rubbed drawer interiors are evidence of Leopold's extra care at no extra cost. The price is authentic, though . . . authentic "old fashioned." All of this is possible because Leopold's modern production techniques are backed by over 75 years of desk manufacturing experience. But see for yourself. Visit your Leopold dealer and see why Leopold's new TMSL Line is a better buy than authentic traditional. If your tastes run to contemporary, ask to see The Template Line and the elegant new Mitre Group . . . or write for specific literature.



THE  
LEOPOLD COMPANY

Burlington, Iowa • Since 1876  
NEW YORK CITY SHOWROOM: 25 West 43rd Street, Suite 320







## There is one place we don't even try to compete with other springs.

Outdoors. Because No-Sag Springs would make a lousy hammock. Indoors, in college dorms, hospitals and other institutions, how we compete is another story altogether.

That's where correct sleeping posture is important. And correct sleeping posture depends on the bed, not the sleeper.

No-Sag dormitory spring and bed foundations are designed to keep the spine straight by not only supporting the body, but conforming to it.

Unlike link or spiral-web foundations, No-Sag Springs form a shallow but permanent arc when properly anchored. You push down. They push back up. Always return to their original shape because of their accordian-like resiliency.

And they'll make your mattress last longer, too. Since there are no gaps along the side rails, there's no place for mattresses to chafe.

No-Sag bed and spring foundations are made of only the finest American steel. They come in standard and special sizes. All are available complete with our long-life welded-steel bed ends.

write or call us at 124 W. State Fair Detroit 3, Michigan.

Beds are the most expensive and most used items in your building. We'd like to tell you how they can also become the most economical. Anytime you say. Just

**no-sag amp**  
Subsidiary, American Metal Products

Circle No. 42 on product information card





**Be our guest,  
have a chair.**

Literally. This coupon invites you to pull up a chair. Not an ordinary chair—but this new GF 40/4 stacking, ganging, mass-seating chair designed by David Rowland. Sit in it and relax for awhile. It's comfortable. Stand on it. It's durable. Stand back and look at it. It's beautiful. Stack a few of them together. Forty stack

just four feet high. It won the Grand Prize at the 13th Triennale di Milano and the International Award for Business Furniture by A.I.D. So don't just sit there. Not when you could be sitting in this new GF 40/4. Mail this coupon for a trial to The General Fireproofing Company, Dept. CN-11, Youngstown, Ohio 44501.

*See the Chair at the NRA Show, May 23-28, 1965, Booth No. 317.*

Please send information on your new GF 40/4 chair for use in:

- dining areas    meeting rooms    recreation areas  
 offices    other \_\_\_\_\_  
 Please have a sales representative call to arrange a trial.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# GF 40/4 CHAIR

Circle No. 43 on product information card





# HOUSTON'S ASTRODOME

BUILT AT A COST OF \$32 MILLION, IT HAS A CLEAR SPAN OF 642 FEET, 53 PLUSH CLUB ROOMS, IS AIR CONDITIONED YEAR-ROUND, AND IS THE FIRST STADIUM TO OFFER UPHOLSTERED SEATING THAT CAN BE ARRANGED IN DIFFERENT PATTERNS FOR VARIOUS SPORTS EVENTS.

BY BETSY GELB

**A**LREADY called the eighth wonder of the world, the span of Houston's Stadium's dome (641 feet) dwarfs Rome's Colosseum. And although the emperor Vespasian put up a tentlike roof during one long hot summer, it was nowhere near as effective as the new arena's air-conditioning system, which transforms Houston's unkind climate into a cool, dry ambience in all seasons.

Building a stadium with a domed top to keep football fans rainproof and baseball watchers air conditioned influences interiors as well. In the Harris County Domed Stadium, which opened April 9 in Houston, the traditional shirtsleeve atmosphere has become coat-and-tie, among interiors emphasizing the trend toward luxury.

Harris County—metropolitan Houston—built the actual stadium. But planning and designing of the two restaurants, two private clubs, cafeteria, and 53 unique private-box clubrooms was a project assumed by the Houston Sports Association, owner of the Astros National League Baseball Team. These interiors, ranging from a beer garden to the exclusive Skydome Club, were assigned to project designer Charles H. Barton of Houston's Finger Contract Supply Co., a division of Finger Furniture Co.

The primary Domed Stadium theme is outer space, since Houston is NASA's Manned Spacecraft Center headquarters, and Barton's design team favored the experimental almost as devoutly as does NASA. New ideas abound in the sta-

dium, but they center on its two "private clubs" (required by state law for restaurants serving drinks stronger than beer or wine).

A new flooring material and tabletop process are innovations in the Astrodome, a club with a Gay '90s theme and such luxury touches as Velvetex wall. Located on the stadium's fifth level, the club is 600 feet long but less than 30 feet wide, divided into sections by bead curtains.

The flooring in one section is Torginol, a poured porcelain-like substance. "It's the same material they use to make false teeth," Barton said. So by Torginol Inc., the material is imported from Czechoslovakia. Barton chose it for the stadium because it is lighter in weight than terrazzo, a necessary consideration for upper levels.

Another new idea appears in a section of the Astrodome Club titled the Lautrec Room. Here each tabletop, 36 inches square, is composed of four different Lautrec Moulin Rouge scenes, each by a special process actually designed in the Formica. There are also two Formica murals in the Lautrec style, made by the same new process.

The ninth-level Skydome Club scores its "first" in an effort to make diners and cocktails guests feel that they are truly in a spaceship. Lighting is the primary factor. The room is kept at cocktail hour dimness day and night, and one long wall lined with "diorama" murals, lighting effects similar to those in a planetarium. Each mural consists of a black felt-like background, with stars, n-





Photos: Gulf Photo

rs, and nebulae flocked in a special pigment show up in ultra-violet light. When lighted, the all seems to vanish, leaving only stars visible making the room appear wider. The murals are designed and built by the Houston branch Atkins & Merrill Inc., which adapted them m display techniques.

The three-dimensional effect of the lighting ries over into the Skydome's table tops, a new cess by Dimension Plastics Corp. There is an sion of looking into their depths, and a further sion that the tops are floating without support, ee the bases are clear lucite. Laverne lucite irs round out the effect.

Another unusual Skydome feature is a section n Japanese Tempura cooking, performed in center of five brick "islands." Diners sit in -height stools at the counter around the grids. r each cooking island hangs a 12-foot semi- s- transparent "flying saucer" of plastic—Finger's ver, considering the 8 foot ceilings, to the oblem of venting. Each flying saucer has a vent s center, totally concealed.

istance on the spectacular which led to such oinations as outer space and Japanese cooking ades the stadium, and characterizes the man nd it all, Judge Roy Hofheinz. Barton sum- up the Houston Sports Association president, rmer judge and former Houston mayor, this : "Any man who could conceive of something antastic as the Domed Stadium is going to

expect the interiors to be something special. No- thing can be what he calls 'plain vanilla.'"

The HSA, which operates the stadium under a 40-year lease, has already bid for both the Re- publican and Democratic National Conventions in 1968. As Hofheinz pointed out, "The entire 1964 Democratic Convention, including Atlantic City's Convention Hall in which it was held, could be placed right in the playing field and you'd still have 45,000 seats for spectators." To further qualify the stadium for all types of conventions, a 13-acre exhibit center will be built adjoining it. This center is due for completion early in 1966.

The stadium itself is a circle 710 feet in diam- eter; the Lucite dome with its thousands of sky- lights has a maximum height of 208 feet above the playing field. The field itself is about 25 feet below ground level, so that two of the stadium's nine seating levels are below ground and six above it. The air-conditioning system has 6,600 tons of cooling capacity.

Ramps leading to each seating level rim the outside of the stadium, and the playing field is a giant circle in the center. Thus the public rooms are banana-shaped strips pieced into an inagin- ary circle between ramps and field. And the re- sulting very long, narrow areas for restaurants and clubs are what designer Barton considered his greatest challenge.

"We didn't want a tunnel effect, and we didn't want to really partition the rooms, because that





**HOUSTON'S ASTRODOME**

53 LUXURIOUS CLUBROOMS, adjoining the private Skydome ninth level boxes and each styled as an efficiency apartment in a distinctively different motif, rent for \$15,000 and up annually on a five-year lease. Above: a nautically accessorized ship's cabin. Below: Las Vegas Room antes up with dice, roulette carpet, and specially commissioned mosaic wall by Bob Fowler. Furnishings, carpeting, and accessories were custom designed throughout to fit each clubroom theme.







**MOORISH MOTIF** is opulent diversion in Spanish Room (above). What appears to be a wood carved wall is actually plain paneling to which special carvings are attached. And for a touch of local color—the Cattlemen's Room (below) is patterned after the casual comfort of a Texan ranch. To achieve an air of spaciousness in the narrow (11 by 16) clubrooms, Finger "pushed back the walls" by using paneling, draperies, and architectural devices like the mock fireplace of Featherock.

**FINGER CONTRACT SUPPLY CO.**

In business 37 years, Finger Contract Supply Co. of Houston, Tex., has planned and furnished contract jobs from Saudi Arabia to Brazil. Finger has had a hand in designing and equipping fire stations, boats, trailers, jails, and railroad cars. Their contracts annually include furnishings for more than 8,000 hotel rooms, and 3,000 apartments, including work for firms such as Holiday Inns, Roadway Inns, Congress Inns, Ramada, Parliament, International Hotel, and other chains.

According to Charles Barton, Finger's chief specialist, the company is the largest commercial account of Bigelow Carpet Co., Englander Co. (mattresses), and several other furnishings manufacturers. Barton heads a contract design department whose staff of ten specifies and orders millions of dollars worth of furniture, floor coverings, fabrics, and other appointments every year. Finger Contract, headed by J. P. Kost, vice president, is dramatic evidence of the large scale that contract business has achieved in the Southwest, and more particularly in the great State of Texas.







## HOUSTON'S ASTRODOME

would have made it difficult for waiters and people in general to get around. That's why we used only dividers like beaded draperies, and in one case swinging doors, like the old saloons, which are almost the whole width of the room—in an emergency a lot of traffic could get through."

Another challenge were large square columns roughly 20 feet apart in the restaurants and clubs. These Finger disguised in keeping with each room's theme. In the first-level Domeskellar, fashioned as a Bavarian Beer (and hot dog) Garden, each column is a concrete oak tree "in the Black Forest." In the third-level Count Down Cafeteria the theme is sports in 500 B.C. Greece, and the supports are concealed inside fluted Ionic columns.

The columns are the background for hangings and accessories in the higher-level rooms—covered with wood paneling, for instance, in the sixth-level Trail Blazer Dining Room. Here a series of paintings depicts trail blazers in history from wagon masters of the early West to the astronauts.

Barton's design team included William V. Griffin of Miami, and Carol Wilhite and Manning Mann of Finger's. The foursome worked a year

and a half, not only on the stadium's public dining areas but also on 53 private-box clubrooms, each with its own theme. Special ninth-level boxes for actual viewing of games are just across a corridor from these 11 by 16 clubrooms, each with a washroom, ice maker, refrigerator, telephone, closed circuit and regular TV. The least expensive combination of box and clubroom rents are \$10,000 per year, with a five-year lease; the boxes themselves contain 24 to 30 seats.

Design of these clubrooms—really almost like tiny apartments—varies in theme, color scheme, fabrics, wall treatments, and furniture pieces used. One is nautical in motif, another rustic western, one stark modern, another Spanish, other stylings encompass everything from Las Vegas to New Orleans to Siamese and Chinese themes.

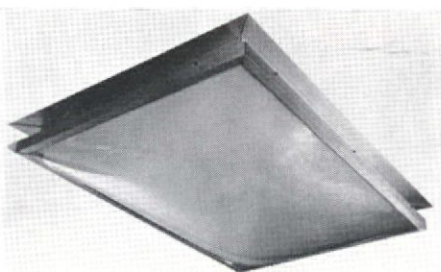
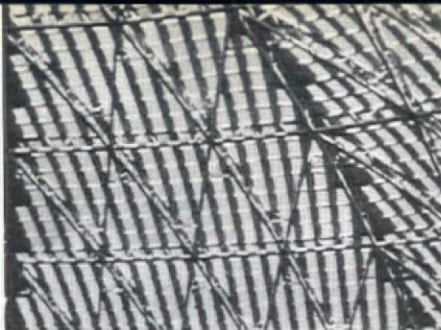
In these clubrooms and its public rooms the stadium has all custom carpets by Berven, wallcoverings by Dwoskin. Chairs and tables in most public rooms are by Shelby Williams.

Seats in the stadium itself are by American Seating upholstered in DuPont Antron, with each ticket section a different color. Probably the





THE LAUTREC ROOM (left), part of the 600-foot-long Astro-dome Club, features a special process Formica "painting" in the style of Toulouse-Lautrec. Chairs and tables are by Shelby Williams, the chairs in lipstick-red nylon Verti-Plush—on expanded vinyl to achieve a velvet effect (by Vertipile Industries Corp., distributed by LaFrance Industries). Custom-designed carpet is by Berven. Stadium Sports in 500 B.C. is the theme of the Count-down Cafeteria (above) appropriately decorated with original sculpture of ancient sportsmen. Bands of orange, olive, and yellow floor tiling establishes the color motif, carried over into Shelby Williams chairs and tables. Center photo (right) details one of the dome's 4,596 prismatic panels of DuPont's Lucite acrylic monomer. Bottom photo (right): custodian at work on one of the 100 fully cushioned and nylon upholstered seats supplied by American Seating.



breathtaking view in the entire stadium is the sight of its striking tiers of seats—red, orange, gold, bronze, blue, purple—nine colors in

These seats, and the basic interiors of the entire stadium, were the responsibility of James Muller, resident architect with Lloyd, Morgan & Co., AIA, of Houston. Muller selected Azrock floor tile in the cafeteria. The floor of the beer garden is concrete—it's under the seats on the next level. The Trail Blazer Room is floored with oak strip, while the Astrodome and Skydome are carpeted.

Ceiling lights, also Muller's selection, are principally surface-mounted Holophane fixtures. The fixtures are National Gypsum's Solitude acoustical tiles. Finally, Muller created elevators as lively as the seating by surfacing the interiors in bright Formica panels bordered by black strips, a contemporary and practical effect.

Step out of an elevator and you may be in a velvet-walled club or cheering your team on from an electric-blue seat. There's everything in Houston's Domed Stadium—except "plain vanilla-

(C)

#### Schedule of Suppliers

- American Bilrite Rubber Co.: Amtico vinyl floor coverings and wallcoverings
- American Seating Co.: stadium seating
- Atkins & Merrill, Inc.: Skydome Club murals
- Azrock Floor Products: cafeteria floor tiles
- Berven Rug Mills: carpeting
- Raymond Brochstein's: 107-foot mahogany bar
- Decorative Supply Corp.: plastic wall ornamentation
- Dimension Plastics Corp.: special-effect tabletops in Skydome Club
- DuPont: Lucite dome skylights; Antron nylon for stadium seating upholstery
- Dwoskin Inc.: wallcoverings
- Formica Corp.: table tops and wall murals in Lautrec Room; elevator interior walls
- Holophane Co.: surface-mounted lighting fixtures
- Laverne International: Lucite chairs in Skydome Club
- National Gypsum Co.: acoustical ceiling tile
- Panelcarve: redwood wall carvings
- Piedmont Plush Co.: stadium seating upholstery
- Rubin Glass Co.: mirrors
- Shelby Williams Industries: chairs in public rooms
- Torginol Inc.: lightweight poured flooring
- U.S. Naugahyde: patent-leather-type upholstery for 9th level seating in stadium
- Velvetex Industrial Corp.: wallcoverings
- Vertipile Industries Corp.: nylon Verti-Plush expanded vinyl upholstery in Lautrec Room, distributed by La France Industries



the real beauty of this wall  
is no refinishing ... ever

Damask special design: Barnwood; ½" reveal, Matador.



Delft special design: Concord; normal V-groove.







## Wall paneling

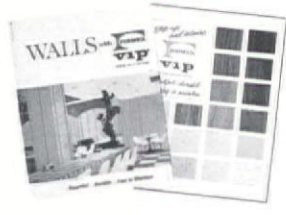
Beauty like this builds prestige for your building, attracts and holds customers and tenants. Any tastefully applied wall paneling—such as wood—can do this . . . when it's new.

Now consider durability. Will attractive walls in your building mean month-in-month-out care year after year . . . waxing, refinishing, repairing? With V.I.P. paneling, routine clean-up is simple . . . no special cleaning agents or procedures. No babying ever. And no refinishing costs.

Choose from 17 locally stocked patterns and woodgrains. 44 solid colors on special order, screened designs in endless variety. Reveal or conceal joints with V-grooves or colored stripes of color.

Our local Formica representative has all the facts on V.I.P. paneling. Or write for this literature:

Full color descriptive catalog. Matched set of standard colors and patterns.



FORMICA CORPORATION  
Cincinnati, Ohio 45232  
subsidiary of 

English Oak; 1/2" reveal, Primrose.

FORMICA® is our trademark for various products as well as our brand of laminated plastic.





# NEW CONTRACT INSTALLATIONS: A REVIEW OF IMPORTANT PROJECTS IN THE COMMERCIAL/INSTITUTIONAL FIELD THAT INCLUDES BANKS, SHOWROOMS, OFFICES, SHIP'S LOUNGE, CLINIC, BROKERAGE, ART STUDIO



## FOUR BANKS

That circular shapes are gaining increased popularity in bank design is evidenced by two bank offices in Wyoming and Ohio. The design element works equally well for the interplay of the various banking departments besides linking the drive-in facilities to the main operation. For the Union National Bank in Youngstown, Ohio, Architect P. Arthur D'Irazio designed a roof of folded steel plates divided into segments which radiate from a central skylight — a concept winning the Eastern Ohio AIA Merit Award. Once inside, color softens the strong architectural theme with warm golds, teak wood counters, and a

blue green carpeted lobby. Slender glass windows have translucent, translucent casements from Creative Lobbies which draw back and fasten to mullions. The General Fireproofing Planning Studios repeated the design element in the teller area where it again adds increased efficiency. Tellers have quick access to all business machines while the number of machines needed to service each teller station is reduced. Here again warm colors of walnut, gold, and white are alternated at each station. Writing stands and managers' furniture from General Fireproofing and Peter Pepper accessories blend with overall architecture. A v

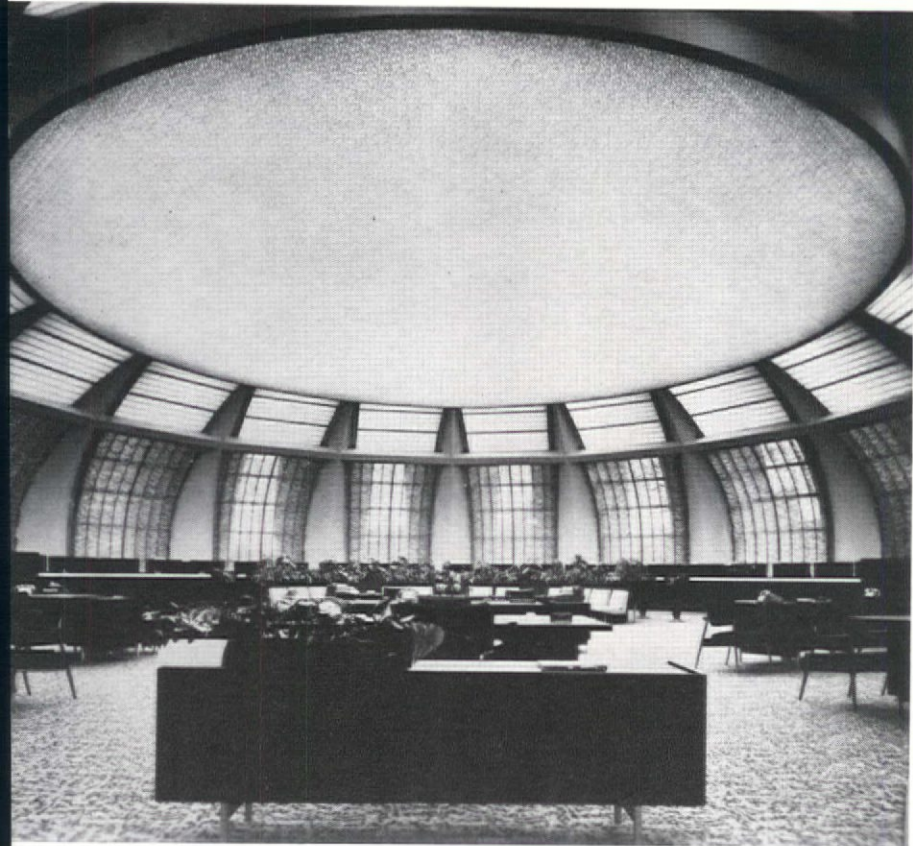
### UNION NATIONAL BANK

General Fireproofing Planning Studios





on on the circular theme in Cas-  
er, Wyoming, features a domed ro-  
nda which houses all the bank fa-  
ilities of the Wyoming National  
ank under a clear span. View  
rough the interior lobby shows the  
-foot dome unsupported by interior  
lars. A special sun-filtering and  
il-resistant glass was used be-  
een the curved buttresses which  
ods the interior with natural illum-  
ation. Banks are also using more  
d more carpeting in public as well  
private areas these days. Over  
.000 square yards of James Lee's  
mmercial carpeting was installed,  
th 13,000 square yards in the main  
obby alone.



---

#### WYOMING NATIONAL BANK

Marvin Knedler, J. Robert Benche, Designers

---



## FOUR BANKS



Two quite differing approaches to bank design have a common basis: both reflect a way of life. The offices of the Morgan Guaranty Trust Co. in Manhattan, retain an opulence traditionally characterized by prosperous financial circles at the turn of the century. The El Dorado State Bank in Napa, California, signifies the informal, progressive mode of Western living. The original J. P. Morgan Bldg. received a complete renovation and was tensioned into its neighboring building at the hands of Chandler Cudlipp Associates, the designers, and architects, Carson, Lundin & Shaw, Rogers & Butler. Many of the distinctive features, handpicked by Pierpont Morgan, such as the marble walls, mosaic pilasters, magnificent coffered ceiling and marble fireplace were retained. In the main bank platform, a vast room 136 feet long, dividers were removed and a chandelier, the largest of its kind ever made in the U.S., was specifically designed by Lewis Smith & Co. Florentine coffered ceiling was accentuated by repainting in tones

---

**MORGAN GUARANTY TRUST CO.**  
Chandler Cudlipp Associates, Designer

---





abricot and ivory, with gold highlights and down lighting in the elaborate coffered ceiling. For the walls, Scalamandre supplied a copy of a fabric from the Morgan Library, a deep green mask which was used for the valances and over drapery as well, with segments of sand colored Fiberglas for the long windows. In the conference room, walnut paneling was removed from the temporary quarters of the Morgan Guaranty Trust and installed in the new quarters. Silver chandeliers and draperies of green and off-white enhance the original conference table and chairs. On the second floor, planters divide the International Division for which Chandliss Cudlipp Assoc. specially designed the desks and chairs, then executed by Scerbo and Orsenigo. Still higher in the building, two complete floors are set aside as elaborate dining areas, with 10 private dining rooms, and three dining halls for officers, guests, and bank employees. All of the dining rooms afford an expansive view of either the city or Upper New York Bay. The officers' dining

room has been done in a contemporary style with off-white vinyl walls, blue and white Fortuny print draperies and valances, and a blue carpet. The room is completed with walnut tables, cane-backed open arm chairs and red vinyl seats and banquettes. For the El Dorado State Bank, Designer Scott Mitchell of Western Contract Furnishers created an unusually warm and inviting atmosphere. Sofas and chairs from Jens Risom set against Redwood paneling walls with mosaic trim form a relaxing lounge area for the bank customers. The check-writing tables have built-in adding machines, specially designed and recessed. Risom chairs in mustard colored vinyl are grouped around the stands. Austrian-style shades of sheer ochre fabric allow a well lighted privacy. The color theme of olive and turquoise extends into the conference room where a Risom conference table, sofas and chairs of moss-bronze and turquoise complement the wood tones. Table lamps from Marbro match the specially designed cigarette urns by McDonald Products.

---

## EL DORADO STATE BANK

Western Contract Furnishers, Designer

---





---

**TECHNICON, INC.**Sherburne Associates, Designer

---

THE design program for Technicon, Inc.'s new wing involved more than an acute need for additional office space: the client wanted executive offices that would impart a prestigious atmosphere and comfortable facilities in which to conduct its periodic training programs for customers. To achieve this end, Technicon enlisted a tripartite team for both the architecture and interior design. That the project was successful in the eyes of the client is a testament to the close cooperation and working relationship achieved by the team. Each member was commissioned at the outset and all attended major planning sessions, thereby coordinating all phases of design.

Although Technicon is located in Chauncey, New York, a small suburban community, there is nothing provincial about its operations. The firm manufactures precision scientific equipment for hospitals and laboratories, has a number of subsidiaries producing component parts, and conducts sales operations that are international in scope. To promote its highly complicated equipment and to assure their proper and efficient use, Technicon conducts periodic lecture and workshop seminars and acts as host to its invited "trainees," many of whom hold advanced degrees. Thus, Technicon specified offices and facilities that would reflect a balance of hospitality and dignity in a contemporary setting consonant with its sophisticated products and audience.

Totaling 8,440 square feet, the new glass-walled wing juts out from the existing manufacturing plant and sits alongside a sweeping drive leading to the main entrance. The addition contains a reception room, executive offices, conference room, dining room for executives and visitors, amphitheater-type lecture room, and a lounge that doubles for staff conferences.

All interiors were created by Sherburne Associates, which was responsible for the basic design treatment, specification of furniture and furnishings, and development of a compatible color scheme. Sherburne worked closely with Kahn & Jacobs, architectural firm and design consultant overseeing the entire project to assure uniformity between exterior and interior architectural elements. Building architect was Edward J. Hurley.

Sherburne's interpretation of the interior plan was dictated by the father-son team that controls and op-

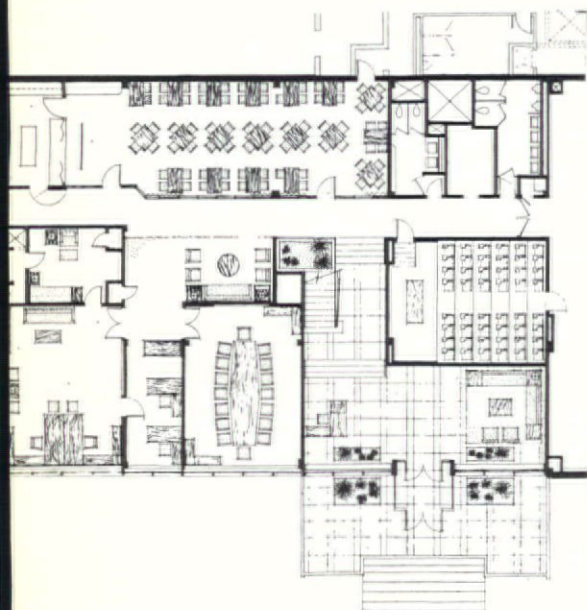
erates Technicon. Active in all phases of the operation, the two executives preferred to share the same office, an anomaly in today's business society where the solitary splendor of the private office, its size and location have become an executive status symbol.

Father and son, board chairman and president respectively, now share one large room, the hub of all company activity. Their commodious desks are placed back-to-back, with storage cabinets horse-shoed around the grouping. At the far end of the room a sofa upholstered in orange tweed, is the scene of more relaxed conference. Carpeting is a black-white-gray striped tweed, one wall is paneled in oiled butternut, and Fiberglas draperies were specially printed in color to coordinate with the upholstery and vinyl wallcovering.

Next door is a secretarial office, small lounge that serves as private reception area for the executive office, and a nearby conference room spacious enough to accommodate sixteen persons.

The most dramatic space is the main reception room. Although brilliant colors predominate throughout the wing, this area is a magnificent study in black and white. But it is monotonously monochromatic. Sherburne sedately dispelled the possibility of coldness with warm wood paneling, deep red terrazzo flooring, potted plants, and a dramatic ceramic mural. Focal point of the room, the mural symbolically dramatizes the function of the firm. Designed and executed by Willard Bond, it is a huge blow-up of dyed cellular tissues prepared for microscope slides.

Areas primarily used by the visiting technicians were given special treatment by Sherburne. Lectures, we all remember, can become tedious and with this in mind, Sherburne punctuated the lecture room with buoyantly strong colors to help avoid mid-afternoon lassitude. Comfortably padded arm-tablet chairs are brightly upholstered in warm terracotta and hyde. In contrast, one wall is keyed in a strong turquoise; the others are white. For acoustic control and a decorative touch, walls surrounding amphitheater seating are composed of concrete blocks, with header blocks stacked and projecting out a few inches to break any echoing that may be present. In addition, the ceiling is acoustically tiled. Seating 48 persons at one session, the room is outfitted







**RECEPTION ROOM** enriches its black-and-white motif with warm butternut paneling, deep red terrazzo floor, and colorful ceramic mural by Willard Bond. Furnishing notes: black-white-gray tweed rug by Mohawk (through Carpet Distributors); Viertex wallcovering; black Cohyde on I.V. chairs; white laminate tops on I.V. tables; Greenhouse plantings; Karl Mann and Design Technics accessories; Pilot Woodwork paneling.



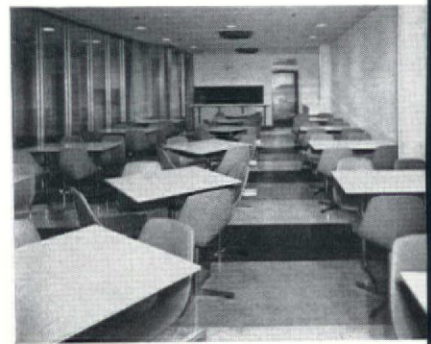
**OFFICE** shared by the two top executives is handsomely furnished with B.L. Marble desk, credenzas, and sidechairs; Imperial swivel chairs; Mohawk carpeting; Laue grasscloth wallcovering; Fiberglass draperies by Contract Fabrics; vertical window blinds from Vertical Blinds Corp. All chairs are upholstered in black top-grain leather. Far end of the room (below) contains orange tweed sofa from Bright Chair Co.; Directional Contract Furniture occasional tables; Howard Miller Clock Co. and Karl Mann accessories.







**COLORFUL INTERPLAY** of terra cotta and turquoise dominates lecture room (left) used by customers during training programs conducted by Technicon. Amtico cream vinyl flooring, turquoise and white painted walls, and terra cotta Cohyde on Crucible tablet arm seating units promote an atmosphere conducive to day-long lecture and demonstration sessions. The same colors and comfort prevail as well in the dining room (below), furnished with I. V. chairs upholstered in DuPont Corduroy, and Chicago Hardware tables, topped with off-white Melamine laminate on mirrored chrome-plated pedestals. Walls covered with Carpenter's Vicrtex; Amtico vinyl flooring; Fiberglass draperies by Contract Fabrics Inc.; Howard Miller clo-



#### Technicon Inc./Sherburne Associates

with a PA system, movie and slide projectors, screen, and a laboratory table for demonstration.

The same strong color scheme of the lecture room is carried on into the dining room. Pedestal chairs are upholstered in turquoise and bright orange; table tops are off-white laminates; wallcoverings are blue and white. Beige, white, and terracotta vinyl flooring alternates in three-foot strips placed horizontally across the length of the room. A curtained window wall overlooks the landscaped grounds.

In its capacity as design consultant, Kahn & Jacobs reviewed all interior recommendations that involved "structural" elements, such as wall paneling and flooring. It participated actively by designing the interior stairway

connecting the reception area with the second floor (photo below).

Although the completed wing represents the work of three firms, responsibility for the highly successful interiors belongs to Sherburne Associates, and particularly to Robert McKean, partner in charge of design. McKean, a member of ASID/IDE, joined Sherburne Associates in the early 1950s, dissolving his own established practice to effect the merger. The other member of the partnership, in charge of general management and



new business, is Leon G. Sherburne who represents the third generation of Sherburnes in the practice. He succeeds his father and grandfather, the latter having founded the firm in 1908.

Since its inception Sherburne Associates has devoted its practice entirely to contract interiors, specializing at the outset in store planning phase of design and planning that accounts for much of its services. The firm developed, it expanded in other areas of activity, and when McKean joined the firm, he brought with him new skills in industrial graphic design, office and showroom planning.

Sherburne offers more than just design to its clients. In the store planning field alone it is prepared to





**LARGE CONFERENCE ROOM**, necessary for a firm conducting business that is international in scope, centers on enormous I.V. walnut conference table and sixteen I.V. chairs, upholstered in a combination of black DuPont Cordero and orange transportation cloth. For the adjacent lounge (left), used by staff and visitors alike, Sherburne specified seating in beige and walnut tables, both by Jens Risom. Set against Laue's grasscloth wallcovering, the decorative ceramic wall sculpture is from Design-Technics.



client in site location, lease negotiations, photographic and inventory surveys of existing conditions, followed by analyses of needs, both immediate and future. It conducts preliminary planning, supplies construction drawings, mechanical plans, estimates, and specifications. In graphics, Sherburne devises visuals, such as logotypes, trademarks, exterior and interior signs, corporate brochures, and the like.

Sherburne's roster of assignments is lengthy, including such projects as boardrooms, brokerages, the New York Stock Exchange, investment houses, law offices, insurance and accounting offices, as well as independent department stores and shop centers. It is not unusual for clients to retain Sherburne for long-

term planning: during a three-year program for a residential hotel, Sherburne redesigned the lobby and public spaces and developed a new exterior elevation design along with marquee and signing. For another long-time client, Walston & Co., Sherburne supplies complete services for new branches as well as for minor updating when necessary in existing offices.

The Sherburne staff presently numbers about 17 persons, from job captains and project directors right on through the architecturally trained design and drafting staff to bookkeeper, who maintains detailed records on the numerous projects in the works. The staff is compact enough so that each member knows what the other is doing, yet sufficiently and

capably manned to handle a number of commissions at one time. The final stamp of approval on all jobs rests with McKean.

Another of Sherburne's recent projects was the planning and design of its own new offices at 101 Park Avenue, New York City. Awash with bright colors and contemporary furnishings, the offices contain departmentalized areas efficiently arranged for easy traffic flow—from private offices for the principals, drafting and design departments, to a library of product catalogs and swatches, and a conference room where client presentations are made. In the building's penthouse, the office is replete with skylights, northern exposure, and huge windows overlooking the East River. (C)





## FINE ART WALLPAPERS

Mikel Stettner, Designer

### THREE SHOWROOMS IN NEW YORK

Showroom design and planning is a specialized art that must take into consideration a number of factors: The showroom is a merchandising tool that must be esthetically inviting; displays must be presented imaginatively; quiet conference areas for designers and their customers are necessary; the over-all scheme should be flexible enough to accommodate special displays and promote new merchandise. Although the three showrooms on these pages fulfill these requirements, each was approached in a very different manner. Underlying the design theory in each instance, however, is the premise that the showroom's function is one of service and information.

For Fine Art Wallpaper, designer Mikel Stettner recreated an elegant "French chateau in modern dress" to display extensive lines of wallpapers

and fabrics. The enormous space is physically delineated as an octagon within an octagon, with its outer perimeter divided by eight carved wormy chestnut columns. In between are bays—galleries in miniature, each displaying a different collection of wallpaper. The inner octagon, a gazebo-like structure illuminated with a Lightolier luminous ceiling, houses drapery panels and fabric samples. All backgrounds are in muted tones, letting the colorful displays create their own accent notes: carpeting is a soft champagne, Fine Art's own wallcoverings are silver on green and champagne on white, and elegant silks upholster Chal Art's antiqued silver chairs. The modified French table-desks were custom-designed by Stettner.

Spacious, open areas were prescribed by Seymour Fabrics for its newly

built showroom (and warehouse) Westbury, New York, and designer Henry Sheehan, working with the shell of the building, evolved an understated setting that capitalizes on the enormous space. All fabric samples are on wings, encased along walls beneath a fascia of U.S. Plywood's Weldwood cherry panels. The center floor area is allocated to three furniture groupings—oriental, contemporary, and French Provincial—mood settings in which to view Seymour's comprehensive fabric line. The furniture, by John Stuart, is upholstered in Seymour fabrics, each grouping sits upon its own carpet by Sanford Hall Corp. Chandeliers are by Edward Krumpke; interior draperies from Lorraine Studios.

Special display and storage systems keynote the showroom of E. Timme & Son, manufacturer of a diversified line of fabrics for apparel, furniture, industrial, and other industries. This efficiently work-





**TYMOUR FABRICS**

Henry Sheehan, Designer

cept was conceived by Commercial Interiors Corp., after a survey of the firm's sales operation and technique, which revealed the need for a new approach to display and sell fabrics, a simplified and rapid method of handling samples, and better lighting. Commercial Interiors custom-designed a portable display easel, angled panel seven feet long and 36 inches high, surfaced with a specially treated cork to prevent slippage of samples. Its pitch, the same as a picture back, enables the buyer to visualize fabrics on an upholstered piece of furniture. Along the rear wall is a bank of open sample cabinets. The doors pull out on ball-bearing rollers and when tucked away only the specially designed Textolite front panels show. Individually controlled incandescent spots and fluorescent recessed ceiling permit a variety of lighting patterns to bring out the tonal qualities and textures of fabrics.

**E. F. TIMME & SON**

Commercial Interiors Corp., Designer





---

## LOVELACE CLINIC

Interiors for Business, Designer

---



In the midst of the traditionally hot dry climate of New Mexico, the reception room of Lovelace Foundation's new clinic is a refreshing oasis of cool greens, in a contemporary setting that reflects the clinic's research and development programs in space medicine. Planned, designed, and furnished by Interiors for Business, newly established design branch of American Furniture Co., the room is keyed with a custom-designed Alexander Smith carpet that repeats the pattern of the coffered ceiling, with dark green outlining insets of a lighter shade. Repeating the colors, Harvey Prober barrel-chair units are upholstered in durable Ford vinyls, the outer chairs in dark green, the inner ones in a lighter shade. For contrast, Directional sofas around the perimeter reflect local Southwest color in Ford's sienna vinyl upholstery. High tops on Prober tables and white enamel shades on Habitat lamps. Accessories were supplied by McDonald (floor-stand ashtrays) and Architectural Pottery (sand urns).

Photo: Dick Ke

---

## AUCHINCLOSS, PARKER & REDPATH

Elisabeth Draper, Designer

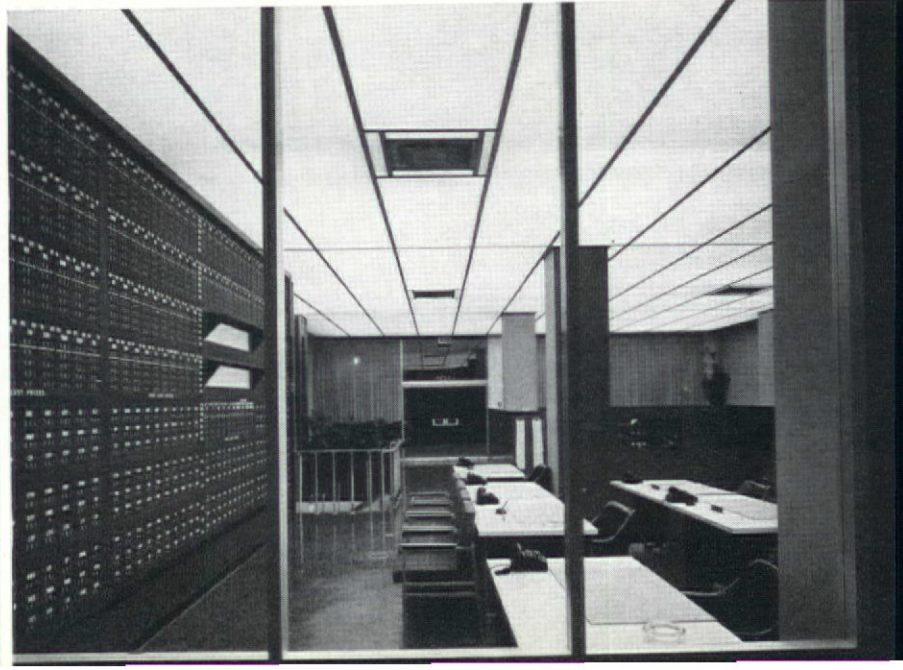
---

In planning new offices for the Washington brokerage firm of Auchincloss, Parker & Redpath, Elisabeth Draper faced two problems: a long narrow space and lack of natural light. Mrs. Draper unified the main room with a luminous ceiling, supplementing the natural light from the street-floor window facade hung with Creative Loom curtains. Quiet color notes minimize the large col-

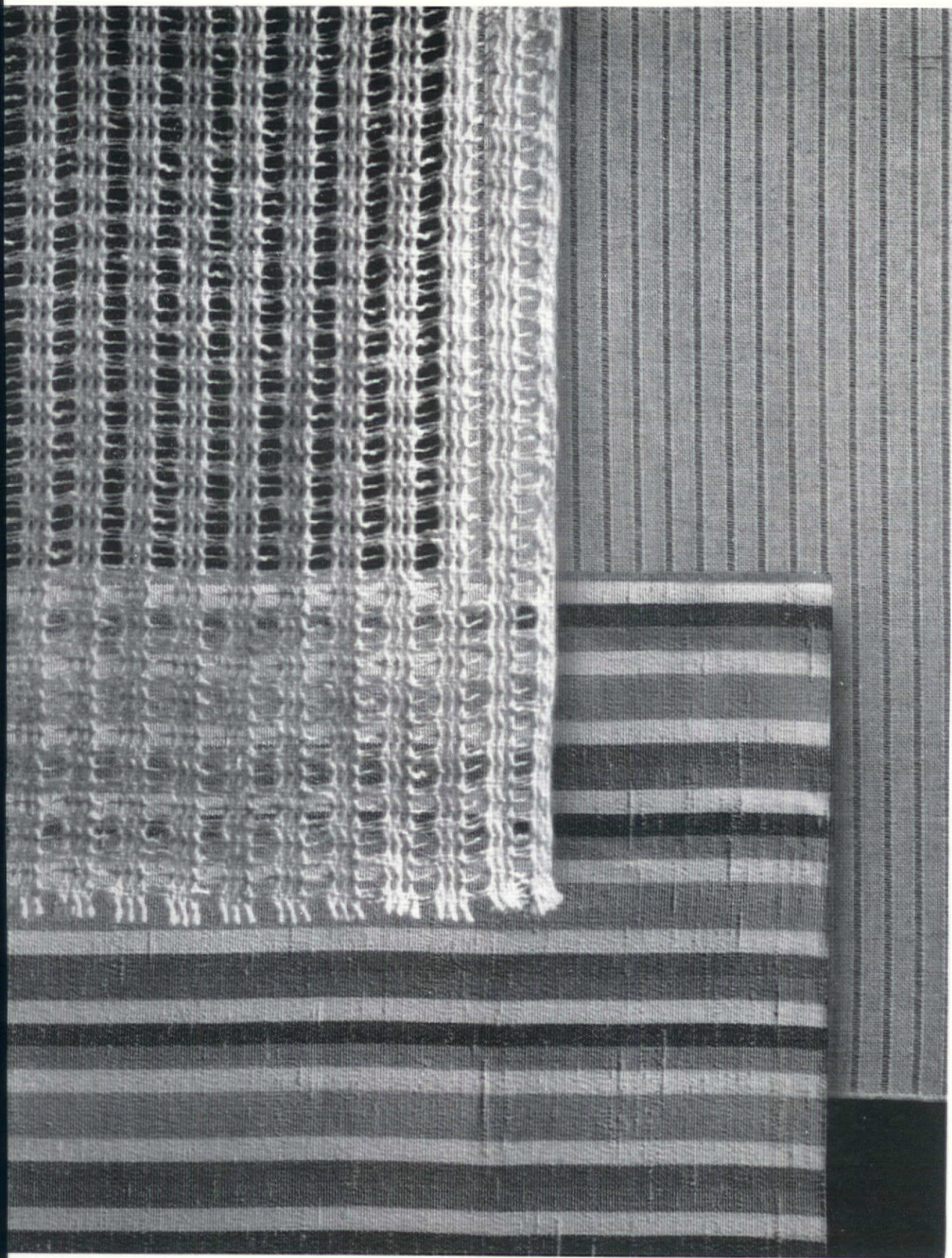
umns: light gray walls and black-and-white Amicto vinyl flooring, while rosewood paneling, blue-green upholstery, and white-topped desks add warm accents. Dominating the room is a huge stock quotation board, visible from all partners' offices, which are enclosed with Alumiline gold anodized partitions and translucent glass. In contrast, the senior partner's office breaks away

from the contemporary with a traditional motif, complete with special installed cornice and pilasters. Scaramandre beige silk and linen damask curtains hang over Window Mode black matchstick bamboo blind. antique armchairs are covered in black horsehair; Westcort desk chair is in green leather; chandelier is from Charles Ackerman, Inc.

Photos: Alexandre Geor







NEW, DRAMATIC LINE OF CASEMENT FABRICS WITH WOVEN-IN FLAME RESISTANCE BY  
**Chicopee Manufacturing Company**

YOU ARE INVITED TO WRITE FOR INFORMATION AND SAMPLES. CHICOPEE MANUFACTURING CO., CORNELIA, GEORGIA.

Circle No. 149 on product information card





### S/S SHALOM LOUNGE

Gad, Mansfeld & Noy, Designer

When the Government of Israel and Israel's largest shipping firm, Zim Lines, jointly undertook the planning of a major passenger liner, they decided on one of luxurious proportions, not only to vie with the airlines for the highly competitive tourist trade, but also because of its prestige value for the relatively young nation. The ship, the result of several years of planning and building, incorporates both architectural and interior innovations. The S/S Shalom made its maiden voyage in the Spring of 1964. In terms of passenger comfort, spaciousness in cabins and public rooms was the rule, and all areas were furnished in a highly luxurious fashion, with wall-to-wall carpeting, striking and unusual color schemes, appurtenances associated with land-based luxury hotels, and specially

commissioned artwork (close \$300,000 worth) by such notable Ben Shann, Mexican muralist Rufino Tamayo, surrealist Victor Brauner, French artist Guy Soleille, and Italian ceramist Emmanuel Luzzati. One of Israel's leading design firms, Gad, Mansfeld & Noy, was commissioned to create all interiors, including the lounge, Circle, one of the first-class lounges. Following the sweeping arc of the Shalom's bridge front, this circular room repeats the pattern of the oval dance floor, circular seating arrangements, and semi-circular bar. Elegant furnishings complete the scene, dominated by two contemporary classics—the Egg Chair and the Swan Chair, both designed by Arne Jacobson for Fritz Hansen. The color scheme combines vibrant blues and greens against rosewood walls



Photos: Imperial Photo Studio



# General Tire Sponge Rubber Carpet Cushion is elected at Washington's Hotel Dupont Plaza

Over 5,000 square yards of General Tire Sponge Rubber Carpet Cushion comfortably serve at this cosmopolitan Washington, D.C. hotel. It's part of the atmosphere of hushed elegance which attracts discriminating guests again and again. General Tire underlay is made to help create luxury like this. Choose from nine quality grades which meet the requirements of all types of traffic while delivering trouble-free service and longer carpet life. For an installation to satisfy the most demanding of clients, specify General Tire Sponge Rubber Carpet Cushion.

## REGIONAL AGENTS:

CREST PRODUCTS  
2301 S. Paulina Street  
Chicago 8, Illinois

OWN PRODUCTS CORP.  
21 E. Wheatshaf Lane  
Philadelphia, Pennsylvania

P QUALITY FOR 50 YEARS



CHEMICAL/PLASTICS DIVISION  
Jeannette, Pa.



## *Guaranteed Unconditionally*

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

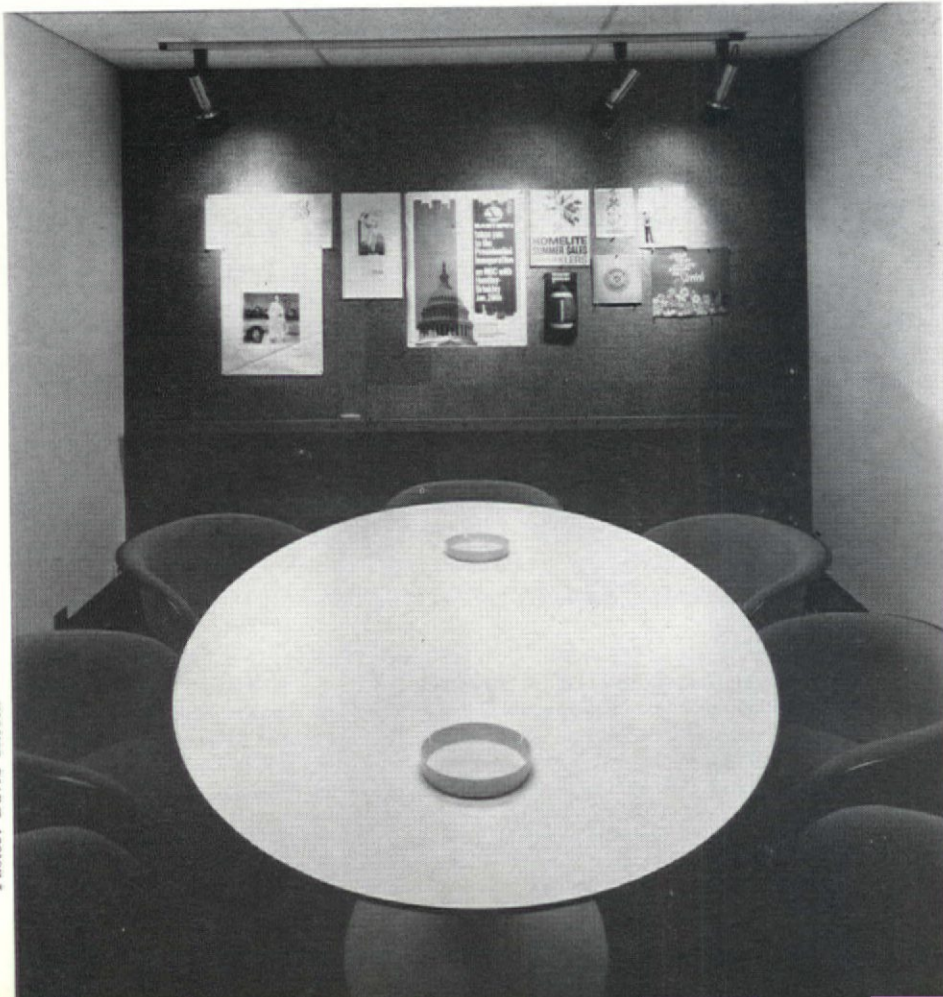
Circle No. 47 on product information card





## COMART ASSOCIATES

Planned Office Interiors Corp., Designer

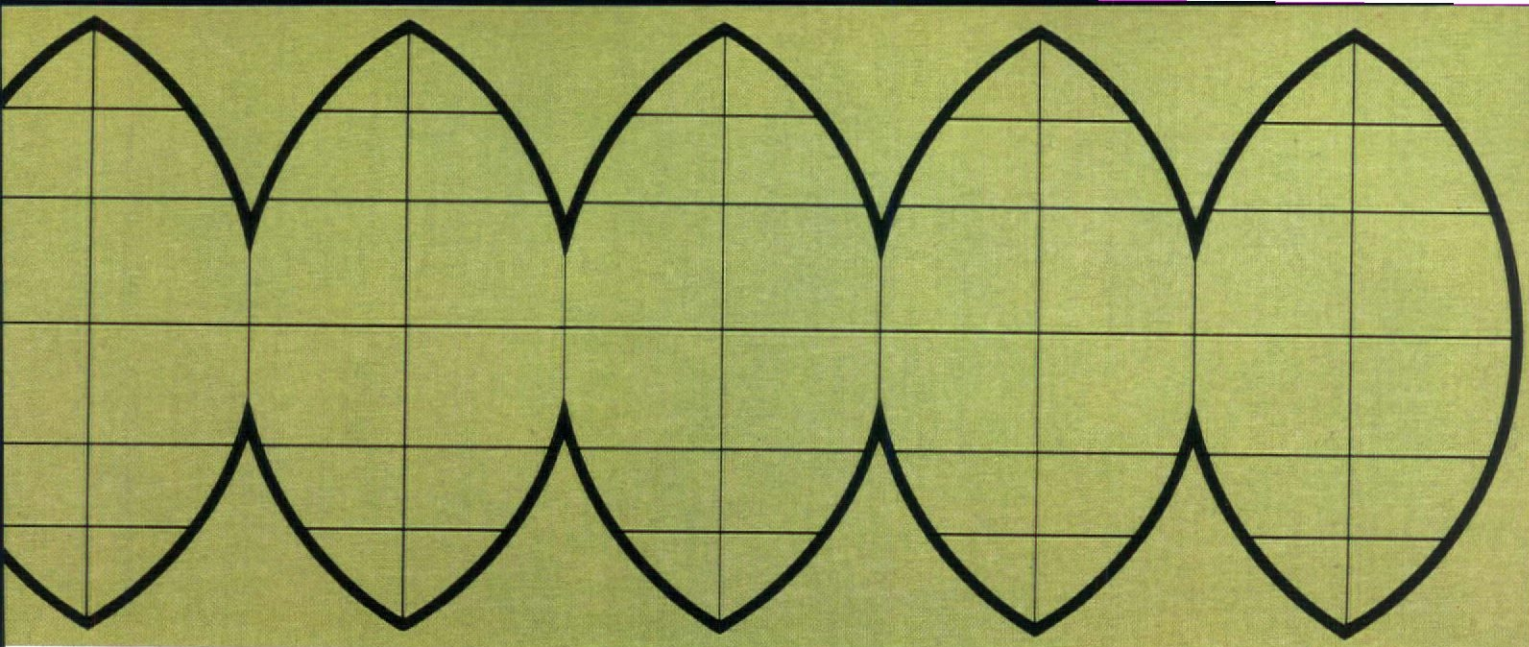


Photos: David Hirsch

That good design and creative planning are not necessarily precluded by small budgets was effectively demonstrated by Planned Office Interiors Corp. in creating new offices for Comart, an advertising art/design studio and sales promotion agency, when it leased new office space. The entire installation, occupying an area of about 5,000 square feet, averaged approximately \$40 per square foot for furnishing and construction charges above the lease. A design accomplishment that boasts a number of custom details that appear expensive yet were very economical to execute. For example, a standard Designcraft reception desk is enclosed in heavy wood panels that give it importance in a small space; a plywood door, based on building partition "fins," was optically grooved on 3-inch centers to give the appearance of a more expensive paneled door; red and white felt walls in waiting area are automatically washed with inexpensive installed cove lighting. One of the most unusual areas is the cubicle arrangement for the art staff. Working with sheet rock partitioning standard supplied by the building, the designer simply cut them down to five-foot heights, thereby engaging a feeling of openness while also providing privacy. The ends of the cubicles are accented in orange, gray, yellow, and blue, designed in keeping with the needs of its occupant, the executive office. The conference room incorporates a custom-designed diningboard/desk, Roffman ash-frame chairs, and Janet Rosenblum executive swivel chair, with custom work topping a low bank of file cabinets. The conference room centers on a white Formica Knoll table around which are placed upholstered Eames chairs from Herman Miller. The cork wall, for client presentations, is spotlighted with Lightolier Litespan ceiling track.

Circle No. 48 on product information card





# This is color-lon<sup>®</sup> insulated drapery lining. It can make a world of difference to you.

Chart a new world of color harmony and correlation with these 12 color-lon shades.



*Lemon Yellow    Tangerine    Aqua    Antique Gold    Soft Pink    Periwinkle Blue    Beige    Leaf Green    Ivory    Nutmeg    Ecrú    White*

World of color has just opened up! There's no need to settle for ordinary. Not when you can get insulated in color, (we call it Color-Lon) in shades that harmonize and correlate perfectly with any interior or exterior color. Color is only the beauty part. There's more to the Color-Lon story. Protection against heat and cold. Pro-

tection against sun rot and fading. Ease of washing and dry cleaning—plus controlled shrinkage—to keep your maintenance costs down. Acoustical properties to help deaden street and interior noises. Fire retardant, too! Want to create a Color-Lon that solves special problems? You can. Add black-out laminates or other special finishes—all in color. We'll be happy to consult on any

special needs. On your next window decorating job—specify Color-Lon. It's worlds apart from ordinary linings. For swatches and information, write today: ROCKLAND MILLS, INC./BROOKLANDVILLE, MARYLAND 21022. New York Showroom: 347 Fifth Avenue, New York 10016. World's largest manufacturer of drapery linings.







Any fabric hangs better on a  Graber drapery fixture

Potato sacks to silks, name your fabric, Graber has a drapery fixture to solve every window decorating problem. The full Graber line — over 2000 items, from pulleys to pins. Graber has two sizzling new product lines: ELEGANCE (Cafe and Cafe Traverse Rods for posh residence window treatments), CONTRACK (heavy-duty drapery track for dependable service in "mistreated" public buildings).



**HIGH FASHION ELEGANCE** adds that lightly ostentatious touch to window treatments. Windows now take an active part in elegant room decor. Cafe Rods and Cafe Traverse Rods with hand crafted beauty. Finely fluted, classic pine-apple design pole ends, and **antiqued finishes** — a Graber exclusive. Antique Brass. Antique White. Decorator White. Bright Brass.



4480

**COMMERCIAL DUTY CONTRACK** the heavy-duty drapery track for public building or institutional service. The strength of anodized aluminum. The versatility of 6 track styles, plus exclusive Graber super-quiet ball-bearing carriers. Cord or cordless (hand) traverse operation.

Send for Graber decorator's kit. Free catalog, specifications, cost information, window treatment ideas.

Elegance  CONTRACK

Complete Graber lines

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

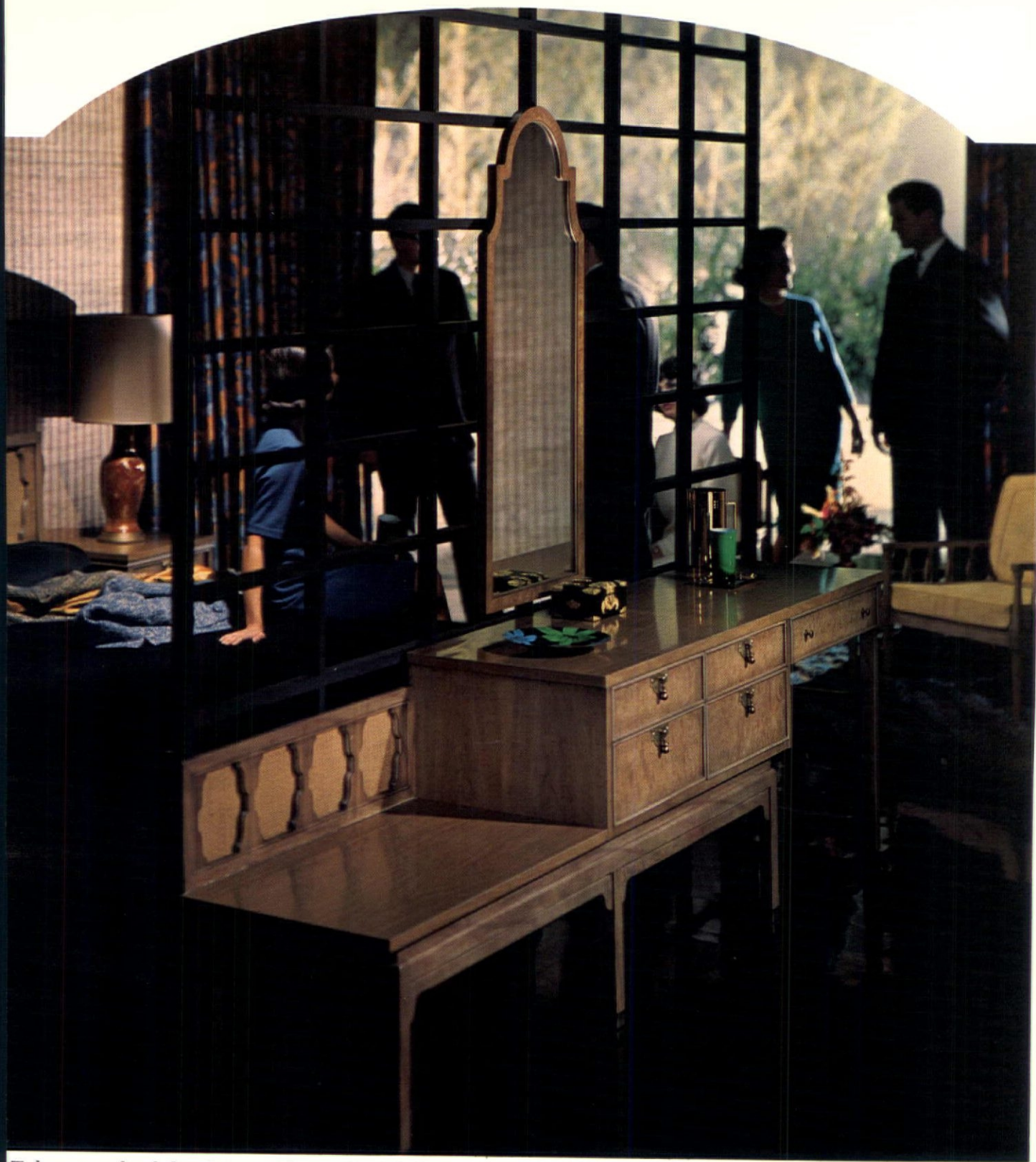
CITY \_\_\_\_\_

STATE \_\_\_\_\_

**GRABER  
DEPT. DE  
MIDDLETON, WISCONSIN**

Circle No. 45 on product information card





Take a touch of the Orient. Mix well with functional design. Keep it elegant. Behold:

## *accent east*

American of Martinsville uses burl and imagination to make the beautiful difference. Treat yourself to a first-hand look at Accent East and all other outstanding contract designs in any of our showrooms: in New York, Chicago, Los

Angeles, Dallas, Atlanta and Martinsville. Or send 50c to Dept. C-565, American of Martinsville, Martinsville, Virginia for details and brochure.



**AMERICAN OF MARTINSVILLE**



## FROM THE INSIDE OUT

*New desk line by Steelcase*

Determined to produce a line of office furniture that properly balanced design and function, Steelcase Inc. turned the design concept inside out. First the interior features of its desks were scrutinized and perfected. Only then, after applying

sound engineering principles and construction techniques, was the exterior finalized. The result is the 4200 desk series, structurally sound, contemporarily styled, with many built-in conveniences.

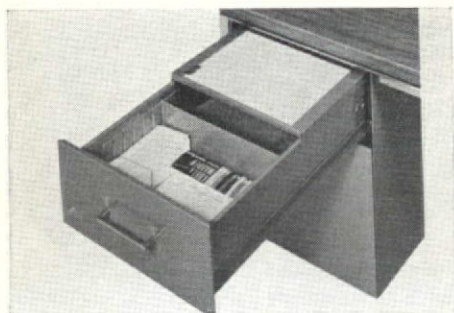
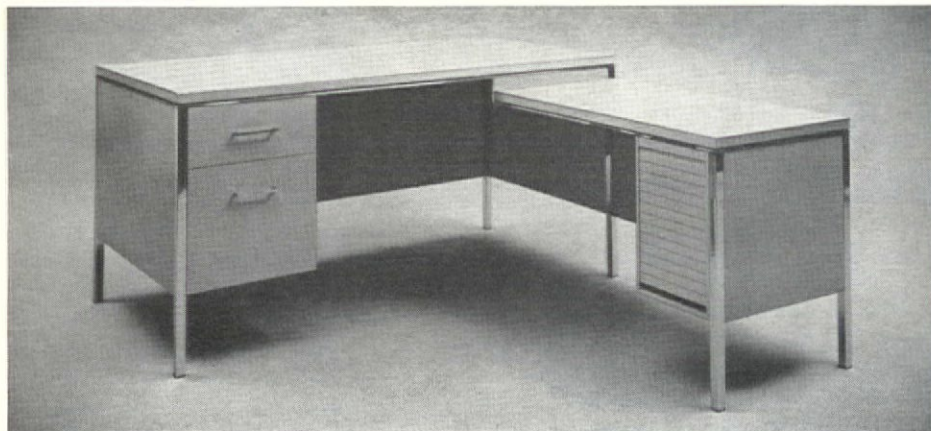
In attacking the greatest weak-

ness of the cube design—the desk pedestal—Steelcase stylists and engineers assured proper drawer function by designing a strong pedestal frame with four vertical uprights and a “picture frame” construction (use of beveled drawer stops on the inner pedestal) and rigidly welding the frame to the pedestal. Extra heavy gauge steel angles lock the tops to the pedestals and U-shaped inner channels strengthen the legs.

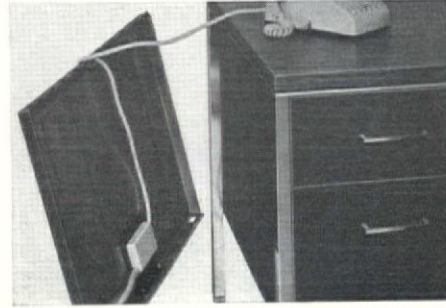
The inside-out engineering approach made it possible to incorporate such built-in conveniences as an automatic reference shelf (A) in either top box drawer, with a Plexiglas cover to protect underpaper and give additional writing surface. A progressive suspension system (C) carries the drawer completely free of the pedestal when opened; in addition, drawers are double walled and interchangeable. The center drawer of sloped-under design (B) has a three compartment tray that removes for easy cleaning and a locking device that controls other drawers. Square leveling glides with rubber feet, position themselves every 1/2 turn for perfect leg alignment; carpeting and tile glides are optional items.

For many years, Steelcase desks have incorporated a Swingstallat back panel to simplify mounting telephone junction apparatus. In the 4200 series, interchangeable side panels (D) for this purpose are standard. Mounting panels are pre-drilled to accommodate three standard types of connecting blocks.

As is all Steelcase furniture, the 4200 desk series may be finished in 23 acrylic finishes and a wide range of laminate tops. For further information, circle number 49 on reader service card.

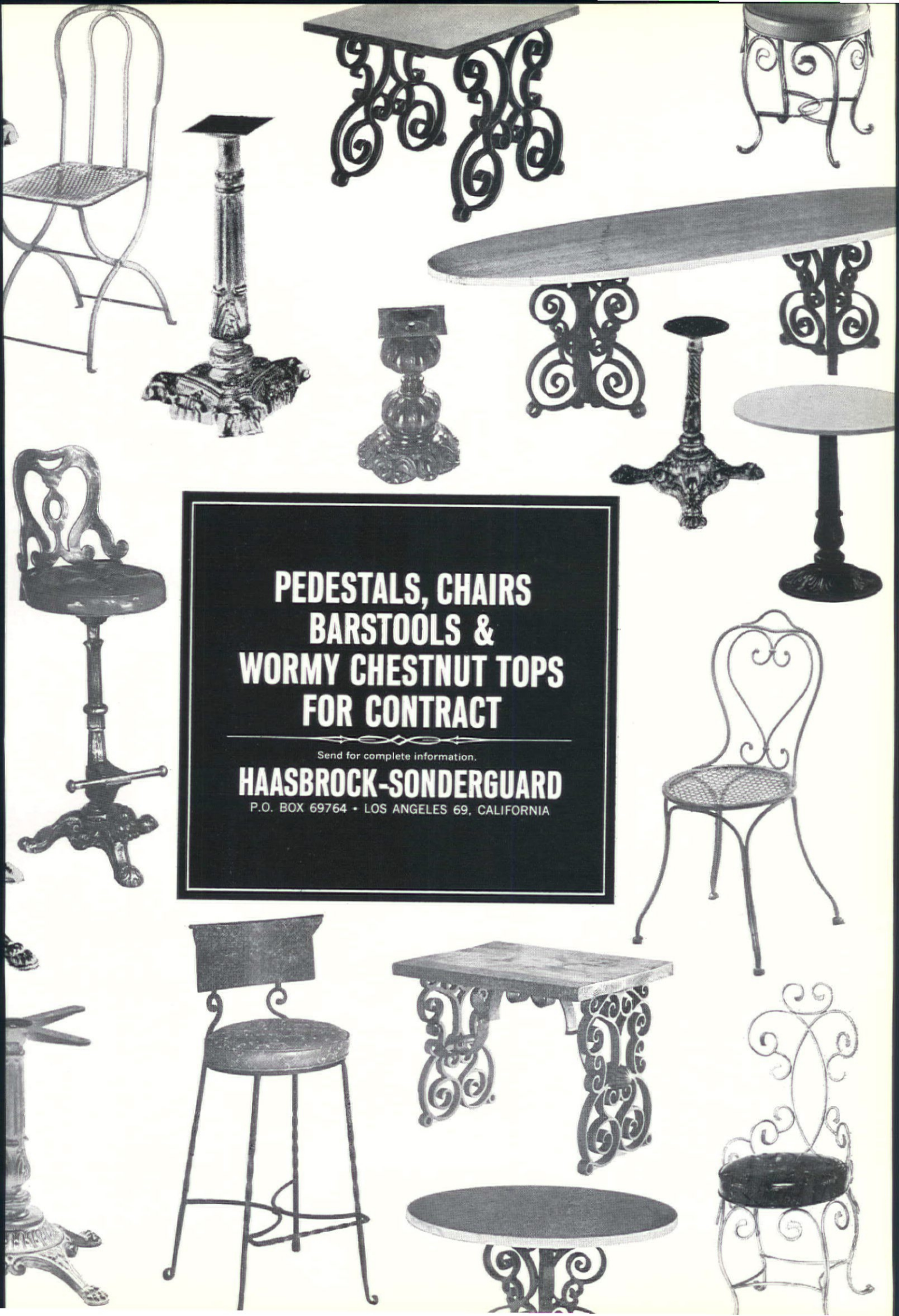


A, B



C, D





**PEDESTALS, CHAIRS  
BARSTOOLS &  
WORMY CHESTNUT TOPS  
FOR CONTRACT**

Send for complete information.

**HAASBROCK-SONDERGUARD**

P.O. BOX 69764 • LOS ANGELES 69, CALIFORNIA



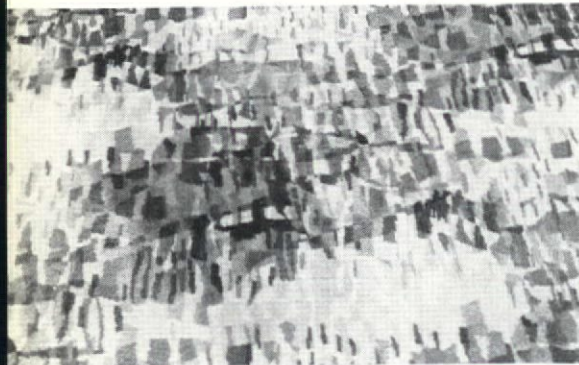
# CONTRACT PRODUCTS AND SERVICES



## Limitless stock of contract carpeting

Probably the broadest range of contract carpets today is available through Carpet Trades Ltd. The firm, which has been manufacturing carpets in England for over a century, offers a highly specialized contract service throughout the world. Its standard range of qualities covers all types of Wilton and high-grade Axminsters with woolen, worsted, wool/nylon or nylon pile yarns in a truly endless variety of patterns. In addition, special qualities and designs will be made to particular specifications, widths, etc. Its famous plain Wilton, Wessex, is stocked in 20 selected colors and five special qualities. Patterns shown are a Fontainbleau quality square of the Louis XIV period, one of a broad range from this period, and Van Gogh, one of a carpet series inspired by the Arts. The greens, soft blues, brush work, and texture of Van Gogh's paintings are clearly reflected in this design.

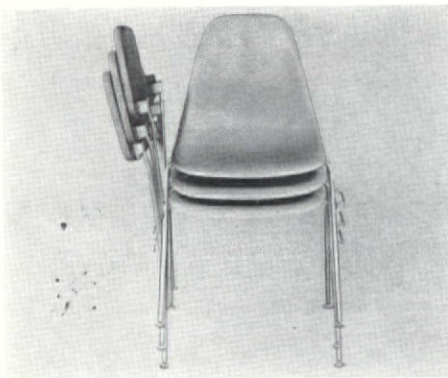
Circle No. 110 on product information card



## Tablet-arm stack chair

Herman Miller's side chair with fold-up tablet stacks without removing the arm. The white 15-ply laminate tablet is said to support 300 pounds. The chair's bright plated steel base attaches to rubber shock mounts which are unconditionally guaranteed. Six shell colors are available with special colors and fabrics on request. Sixteen chairs stack to less than six feet high and stacking dollies are available.

Circle No. 111 on product information card



## Broad range of movable partitions

Royalmetal's latest addition to its movable steel partitions, Partition-ette 6000, has decorative strips in wood grain finishes or a choice of enamel colors for many design treatments. The panels are available in vinyl board, plastelle-enamel steel, vinyl clad steel, Royaloid plastic bonded to steel—a wide range of colors and finishes. Partition-ette 6000 is made in a variety of heights and widths, as well as combinations of

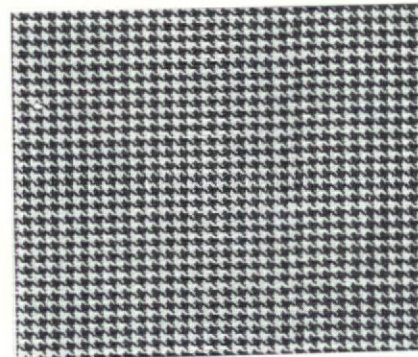


steel with upper panels of frosted glass, acoustical, cork or chalk board. They may also be specified with frosted height clear glass panels. Installation of the series is simple and may be rearranged at any time, since the height intermember to form any type of arrangement.

Circle No. 112 on product information card

## Union Carbide enters contract vinyl field

Union Carbide Corp. introduced fourteen new collections of its Vileau vinyl fabrics, formally entering the contract wallcovering and upholstery field with the opening of its New York showroom. The new groupings fall into three basic categories: elegant dark ask wallcoverings with emphasis




Provincial and traditional decors; contemporary wallcoverings in a broad range of patterns and colorways; upholstery vinyl color-coordinating with the wallcoverings. Thirty-three colors are included in the five collections thereof, such as celadon on green, white on straw, and pale green on bronze green, espresso on black and hot pink on red. Shown are Houndstooth upholstery and Frosted wallcovering patterns.

Circle No. 113 on product information card





BURKE DIVISION

*Brunswick* CORPORATION 

5140 North Westmoreland Road  
Dallas, Texas 75247 MEtrose 1-2880

*Getting into all the right places is easy for Burke furniture. People admire Burke's beauty. Envy Burke's strength. Marvel at Burke's splendid grip on the realities of business. Of course, you may not be interested in getting into the right places. You may already own one. If so, contract for the furniture that combines modern technology and the best in materials to achieve beauty and practicality... Burke!*

SEND FOR BURKE'S FULL-COLOR FURNITURE BROCHURE TODAY



## PRODUCTS & SERVICES

CONTINUED

### Nantucket Looms decorative fabrics

Following a tradition of faithful adherence to 19th Century designs, Nantucket Looms has created a



quality line of decorative fabrics for casement, upholstery, and drapery. The patterns in a total of

48 colorways can be seen at Thaibok showroo across the country. Each fabric, of exclusive custom dyed natural fibers, reflects the care and supervision of the Loom's sponsor, the Nantucket Historical Trust which oversees the preservation that island's heritage. The result is a unique collection of traditional Early American fabrics fit an authentic period museum setting or Kathryn Granahan's executive office suite. The fabric shown is a filmy, all-wool casement in off-white with interwoven lacy stripe.

Circle No. 114 on product information card

### Burke adds to rubber cove base line

Burke Rubber Co. has added two new items to molded rubber cove base line, a butt-type cove long-wing topset corners. The butt-cove is for use with 1/8 inch tiles to assure a smooth sanitary transition from floor to wall where absolute floor sanitation is a must. It is available in 4 inch heights in black, brown and 12 commercial plain colors with outside plain corners to match. The long-wing outside corners are for use with the company's regular topset cove base. They are 4 inches high with 5 inch wings and provide easier, more attractive installation and are available in 24 plain colors.

Circle No. 115 on product information card



Jules Heumann has performed another successful marriage. Graceful, forceful Group F is the result: A chair and a series of sofas from 4 feet to 8 feet with exposed arms and legs of satin nickel steel, tipped with black walnut feet. Group F is available in dozens of fabrics, plastic and leather. Send for our complete, illustrated family album of contract furniture. No charge when you write on your professional letterhead to: Metropolitan Furniture Corporation, Dept. T, 950 Linden Ave., So. San Francisco, Calif.

METROPOLITAN

Showrooms: Dallas, 450 Decorative  
Chicago, 621 Merchandise  
New York (Trendage), 232 E. 42nd St.  
Canada: Cyril G. Burch, Ltd., Vancouver  
Los Angeles, 724 Home Furniture  
San Francisco, 838 Western Merchandise



# WHO

is

# NO. 1

in the rug cushion field?

# *Allen*

of course

There is an Allen made cushion specifically suited to the requirements of every carpet installation from ultra luxury suites to the most heavily trafficked corridors.

Make your selection from 34 different models, all made by Allen—producers of the most complete cushion line in the industry.



Send for **FREE** Specification Brochure describing six outstanding Allen cushions specifically recommended for contract use.

*Allen* INDUSTRIES, INC. • CARPET CUSHION DIVISION, DETROIT, MICH. 48207

NEW YORK: 295 FIFTH AVE. • CHICAGO: 13-162 MERCHANDISE MART  
PLANTS AT DETROIT, MICH., RAHWAY, N. J., HERRIN, ILL., DYERSBURG, TENN., COMPTON, CAL.

Circle No. 52 on product information card

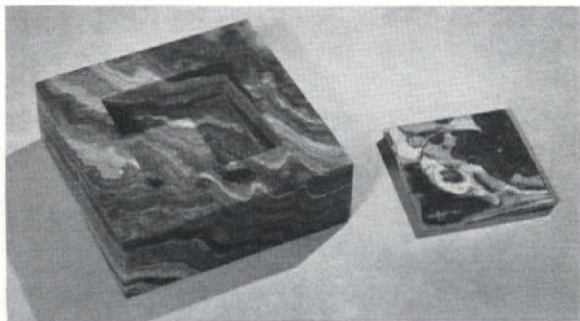


## PRODUCTS & SERVICES

CONTINUED

### Marble, onyx, alabaster accessories

Ashtrays of marble, onyx, and alabaster are imports available from American S.E.R.P.E. Corp. Exclusive designs at S.E.R.P.E., the stone accessories also include coasters, placemats of ½ inch thick polished marble, lamp base designs, and executive desk letter boxes. Other S.E.R.P.E. imports are terracotta and

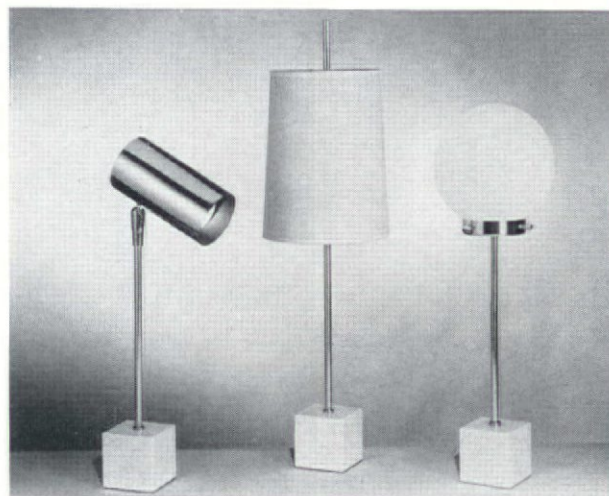


ceramic tiles, in a wide variety of patterns, imported from France and Spain, and available at highly competitive prices.

Circle No. 116 on product information card

### Contemporary lighting designs

Lighting designs from Koch & Lowy are crisp and contemporary in heights engineered for perfect chairside or desk illumination. Chrome and marble knobs note the stylings, featuring linen or metal shades, glass balls, and polished satin brass or chrome stems mounted on marble or metal cube bases. Several models have tilting devices for controlling the light



the desired spot. The Swedish glass globes may be ordered in white, beige, charcoal, black, blue, turquoise, yellow, orange, red or green.

Circle No. 117 on product information card

**NORMAN'S**  
CONTRACT DIVISION  
QUALITY • SERVICE • STYLE  
LEADERSHIP

Custom Draperies -  
Bedspreads - Fabrics

STYLED FOR TODAY'S  
FURNITURE FASHION



Circle No. 53 on product information card



Fire-Resistant Fiberglas Beta® and Rovana-Verel — Scotchgard® Cottons - Linens - Satins - Brocades . . . in Solids, Prints, and Patterns! Over 1,000 fabrics from which to choose! Workmanship without equal and a delivery schedule second to none. For samples and detailed information, write today!

**NORMAN'S** BEDSPREADS • FABRICS • CUSTOM DRAPERIES  
CONTRACT DIVISION

P. O. Drawer 799, Dept. J, Salisbury, N. C. 28144

ATLANTA Merchandise Mart      HIGH POINT Sou. Furn. Expos. Bldg.      LOS ANGELES Furniture Mart      DALLAS 141 Glass St

Circle No. 54 on product information





*To Suit The Executive Taste*  
**BELGIAN LINEN**

*Sheer Casements • Ideal To Decorate  
Large Area Windows*

Combining dignity and beauty, these interesting weaves appear to change with the light. They bring lightness into the room, and shut darkness out.

J. H. THORP imports an entire collection of these artistically designed and expertly woven Belgian linens.



# B. BRODY SEATING COMPANY

5921 W. Dickens, Chicago, Illinois 60639  
Telephone . . . Area Code 312 889-6000



Authentic colonial styling. Solid northern hardwood in maple, light oak or dark walnut finish. Hand-turned spindles and leg braces. Contoured seat and back. Non-slip glides.

No. 430 Mate's Chair      No. 432 Captain's Chair  
24-99 quantity,      24-99 quantity,  
\$42.38 list      \$52.38 list

See us in Booth 2128, Natl. Rest. Show, McCormick Place, May 24-27.

WE ARE LOWEST  
PRICED IN  
TILE  
FIELD

"B" CURVILINEAR  
6" x 3 3/4"

"A" CURVILINEAR  
7" x 2 1/4"

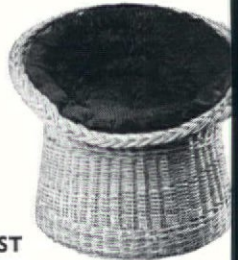
"V"  
9 1/2" x 4"

"ALAMBRILLA"

"VIBRIENA"  
4 1/2" x 9 1/2" & 3 1/2" x 3 1/2"

"POBLET"  
4 1/2" x 9 1/2" & 4 1/2" x 4 1/2"

We do not like "the new"—instead present the classic, traditional "Carre Rouges" (hexagonal terracotta or colored ceramic tiles 4" side-to-side x 1/2" thick) imported from France, ours are the oldest and most modest priced material. Existing imported stock or contract. far less than competition). Also these and any other fancy models in terracotta or any color, plain or glazed. Imported just arrived.



## ANOTHER UNUSUAL FIRST OUTDOORS . . . INDOORS . . . BOATS

We saw it on the deck of Onassis' yacht and wherever discerning people are, who have that knowledgeable dislike of mass produced, a neatny snob approach. Chair in weatherproof whitepeeled wood with liftable seat or closed bottom compartment for storage. Bottom diam. 23", seat-height 16", quilted pillow with piping, bleu royal, app'egreen, goldenvellow, or special order colors; or chair of rattan, natural black, white, chinesered, yellow; all with foam rubber padding with piping in bleu royal.

## OMBRELLI ITALIANI

WE HAVE THE WORLD PATENTS AND U.S. EXCLUSIVE. L. SUMMER THE RAGE OVER ALL EUROPE AROUND SWIMMING-POOLS, BEACHES, COUNTRY HOMES, CLUBS.

Left: 50" diam. Portable cabana with white sides to attach to frame. Off center leg support for unobstructed movement. Completely foldable into 24" bag.  
Right: 68" diam. Stationary table model. Also with off center support to keep table top and view clear.

Colors: Solid Red, Blue, Yellow, Green, White; pie-shaped sections or circled.

## american s.e.r.p.e. corporation

716 madison avenue at 63 street imptd manhattan  
new york 21 n y tel te 8 7000 and furniture  
Downtown showroom 225 5 Ave. paris office: 10 rue royale paris france

GOING INTO CONTRACT THEREFORE LIQUIDATING  
HUGE STOCK FURNITURE AND MARBLE  
AT ANY REASONABLE PRICE



Circle No. 56 on product information card



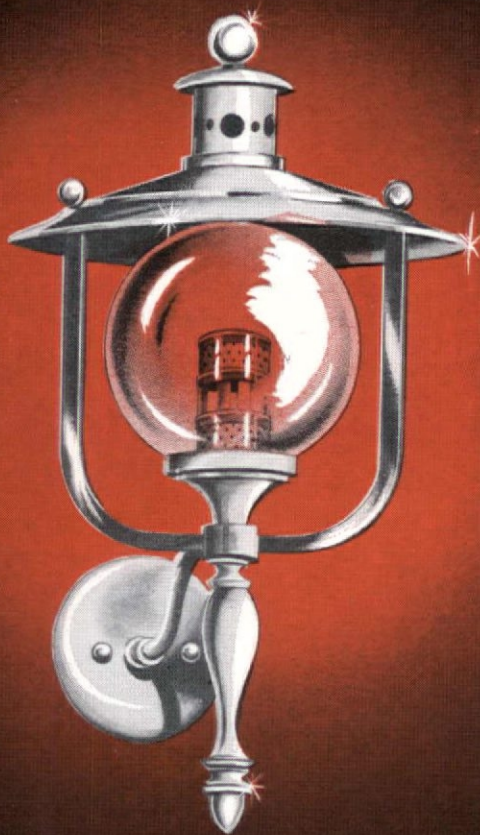
## PRODUCTS & SERVICES

CONTINUED

### Irish Celtic Art inspires sculpture collection

Extensive research into the purest Celtic period (seventh to tenth centuries A.D.) inspired the Jo Mead collection of decorative sculpture. The Celts combined their own pagan forms with Coptic and Syriac designs and developed an entirely new art form, reproduced and adapted by Jo Mead Designs for present day interiors. St. Patrick, an intricately detailed stone carving, is 41 inches high and finished in either limestone or polychrome. A panel of low bas relief is divided into four sections, is adorned with symbols of the four evangelists and inspired by the book of Kells' illuminated pages; finishes are gold and silver overlay, or wood and bronze. The original of St. Patrick's reliquary was used for hiding jewels, relics, and costly church possessions; from Mead in limestone and ancient enamel colors. The Tara Mirror, inspired by the most famous of Irish manuscripts, the Book of Kells, and named for Tara, the ancient seat of Irish high kings, is 39 inches high, finished in wood and bronze or ancient enamel colors. A Gaelic lamp and decorative disc complete the Celtic collection.

Circle No. 118 on product information card



Circle No. 57 on product information card

*beauty  
mark  
of fine  
lighting*



The variety of superb functional and decorative lighting fixtures we can custom-style to your specific needs or individual designs is limitless! At left is a striking example of Champion's flair for originality!

Champion Manufacturing Co., Inc.  
450 West 28th St., Hialeah, Florida

*This proprietary fixture designed by James Freese.*



## HAEGER COLOR-CUED "Mediterraneans"



Never before have we had so complete a sales endorsement of styling. The new collection of Haeger Mediterraneans are now more than a trend. They are triumphs of authentic Spanish styling color-cued in compatible hues to the most popular colorations for home decor. Check the specifications on Haeger Design #6510 then make your selection *very* soon from the whole line at our nearest display room.

**HAEGER DESIGN #6510 (Illustrated)** Height 29", Glazes: Peasant Red—Peasant Yellow; Peasant Olive—Peasant Blue. Matching opaque shade. Suggested Retail \$35.95.\*

\*Prices slightly higher where transportation costs necessitate.  
**HAEGER**  
GREAT NAME IN AMERICAN CERAMICS  
7 MAIDEN LANE, DUNDEE, ILLINOIS



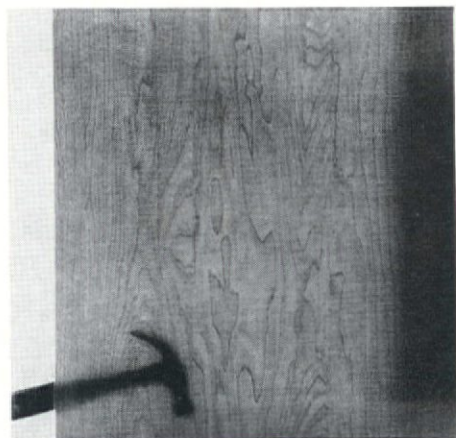
Circle No. 58 on product information card

## PRODUCTS & SERVICES

CONTINU

### Translucent fiberglass paneling

A new development in fiberglass paneling from the Alsynite Div. of Reichhold Chemicals Inc. has the warmth and color of a fine wood grain and yet, is translucent. Called Ridgewood, the paneling is high



weather-resistant and will not shatter, fade, warp, rot, rust, craze or mildew. Lightweight and easy to install, it spreads a soft, glare-free light over a large area. The new material is thought to have countless application possibilities, both indoors and out.

Circle No. 119 on product information card

**Vogel-Peterson**  
HAT AND  
COAT RACKS

... chosen for the fourth straight year

*Motelrama* **IDEA ROOM**

Write today for Catalog DL-855 showing complete lines of Vogel Peterson Racks

**VOGEL-PETERSON COMPANY**  
"The Coat Rack People" ELMHURST, ILLINOIS

Circle No. 120 on product information card



Circle No. 59 on product information card

Has No Equal...when it comes to Continuous Quality



TASSELL INDUSTRIES INC., GRAND RAPIDS, MICHIGAN

## Kabinet Deluxe *Office Furniture*

FINISHED WITH **TEXTOLITE** LAMINATED PLASTIC  
GENERAL  ELECTRIC

BY



# Tassell



Circle No. 60 on product information card

## The enduring charm of Colonial...clearly stated by **THONET**

This lounge grouping expresses in simple and direct design the principles of enduring style. Here, a beautiful tradition is refined to a linear clarity of construction; and strength engineered for continuous public use reflects the specialized techniques and craftsmanship developed over 130 years of Thonet leadership. One look at Thonet's exciting and comprehensive selection of institutional furniture will show you what this can mean to you. On display at these **THONET SHOWROOMS**: New York, Chicago, Los Angeles, San Francisco, Dallas, Miami and Atlanta.

**THONET INDUSTRIES, INC.**, Dept. . . .  
One Park Avenue, New York, N.Y. 10016  
Telephone (212) MU 3-1230

9731 chair • 9732 two-seater  
9733 three-seater • 9700 coffee table  
9701 shelf table • 9712 tier table



# DISTINCTIVE

Decorative and Functional

Featured in the World's Finest Buildings

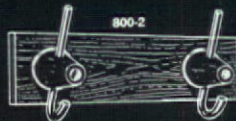
in Stainless Steel  
Aluminum  
Walnut  
Bronze  
Brass  
Gold



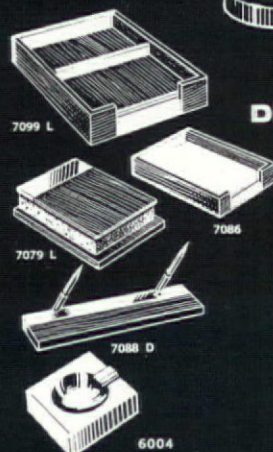
**WALL URNS**  
an aid to maintenance

**WALL  
and  
FREE  
STANDING**

**FLOOR URNS**  
for lobbies and corridors



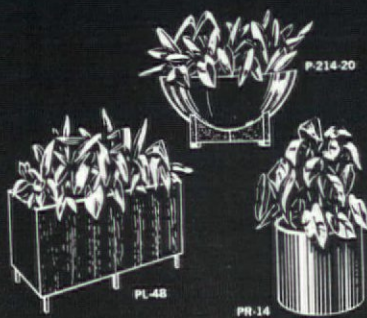
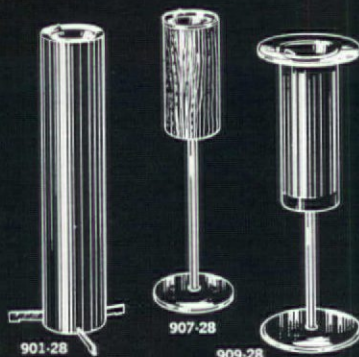
**COSTUMERS**



**DESK AIDS**  
in many designs  
and materials  
with matching  
waste baskets

**SMOKERS  
STANDS**

in metals and walnut



**PLANTERS**

in the  
**GRAND  
MANNER**  
Rectangular  
Cylindrical  
Spherical

Write for 28 page catalog in color

**DUK-IT** McDONALD PRODUCTS CORPORATION  
274 Duk-It Building • Buffalo, New York 14210

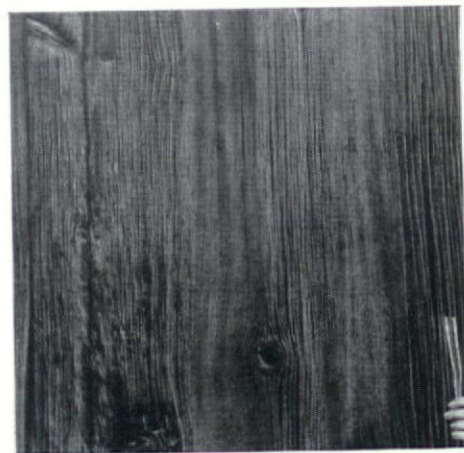
Circle No. 61 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Formica's plastic laminate line expanded

Formica has added two new patterns and a wood grain to its Deluxe line of laminated plastics,



in addition to three new colors to its Portuguese Line. Willow and Fernglo, the two patterns are newcomers, are subdued nondirectional designs.

*What gives this desk  
its big Selling Edge?*



Desk by Leopold Co.

*Good Design and Craftsmanship .  
plus the lifetime protection  
of DENSIWOOD®*

No dents, scratches or scuff marks! . . . No jagged edges, no splintered wood! . . . Those are the big selling features of furniture reinforced at edges, center posts, moldings and other points with amazing Densiwood.

Densiwood is real wood made diamond-hard through a patented process that retains all of the wood's warmth and deep-grained richness. Here is beauty actually built to last a lifetime!

Send today for list of furniture manufacturers using this unique "lifetime" product. Write:

**LUNDSTROM LABORATORIES, INC., 500 Smith Street, Herkimer, N.Y.**  
Circle No. 62 on product information card



fs; Willow has bursts of webbed circles scattered at random, carrying a hint of tree or flower clusters of green, yellow, gray, beige or blue against white ground. Fernglo, another floral motif, blends leaves and a linen texture in color availabilities of pink, blue, yellow, green or gray on white. The new woodgrain design, Barnwood (shown), features a rough-hewn, rustic look in a predominant tone of gray. The new patterns and marble color additions are available in all standard sheet sizes.

Circle No. 121 on product information card

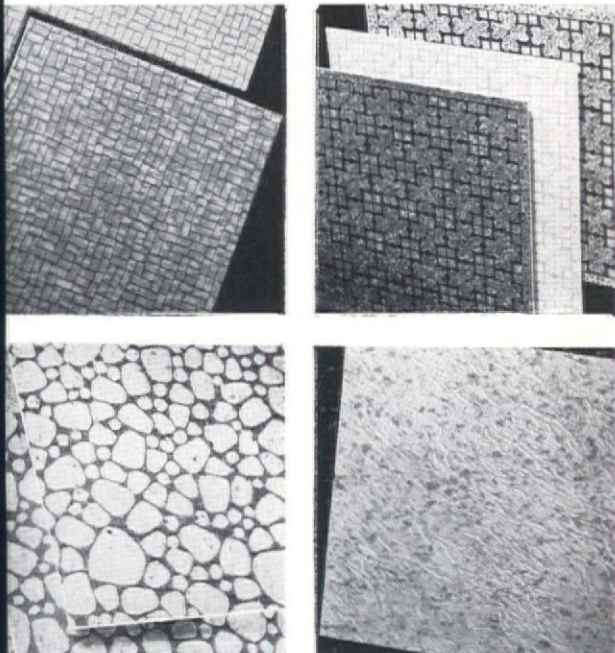
#### Heifetz lighting and design

New materials and custom designs in lighting, in lamps and in architectural and structural elements synthesize the Heifetz collection. Plastics are engineered and perfected to maximum degree of light transmission, light reflection and complete light diffusion and are manipulated into a wide variety of shapes and forms. The color range covers the entire spectrum of color and shade variations. Highlight groups are Motaflex and Crystalume expressed in a variety of curved forms, and Tupan, in varied geometric plane surfaces.

Circle No. 122 on product information card

#### New styles from Kentile

Six new designs in resilient tiles are offered by Kentile Floors Inc. Available in a wide range of colors, the new styles were created by designers to widen and deepen the company line. Crestex Ripple Chip is a textured solid vinyl with a quartz like effect; Fleu-



le, a geometrically patterned solid vinyl; Gravelle, a textured design in asphalt tile composed of variegated stones; Pearled Mosaic, a textured vinyl asbestos; Nuance, (not shown) a vinyl asbestos tile that gives an alabaster effect; and Shardelle, a smooth surfaced design composed of large chips set in translucent solid vinyl.

Circle No. 123 on product information card

Circle No. 63 on product information card →



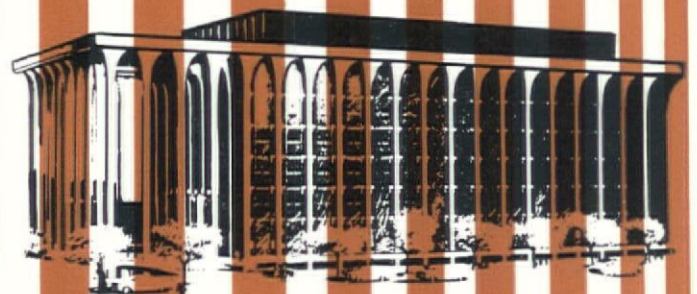
1965 A.I.D. INTERNATIONAL  
DESIGN AWARD

## ISABEL SCOTT FOR ITS NEW PERMANEAT\* PLEAT SYSTEM

Curtains hang in controlled straight lines. Will retain this precise character for the life of the fabric. Will stack compactly into less than one-half the space usually required.

Isabel Scott Fabrics Corp., 979 Third Ave., New York 10022

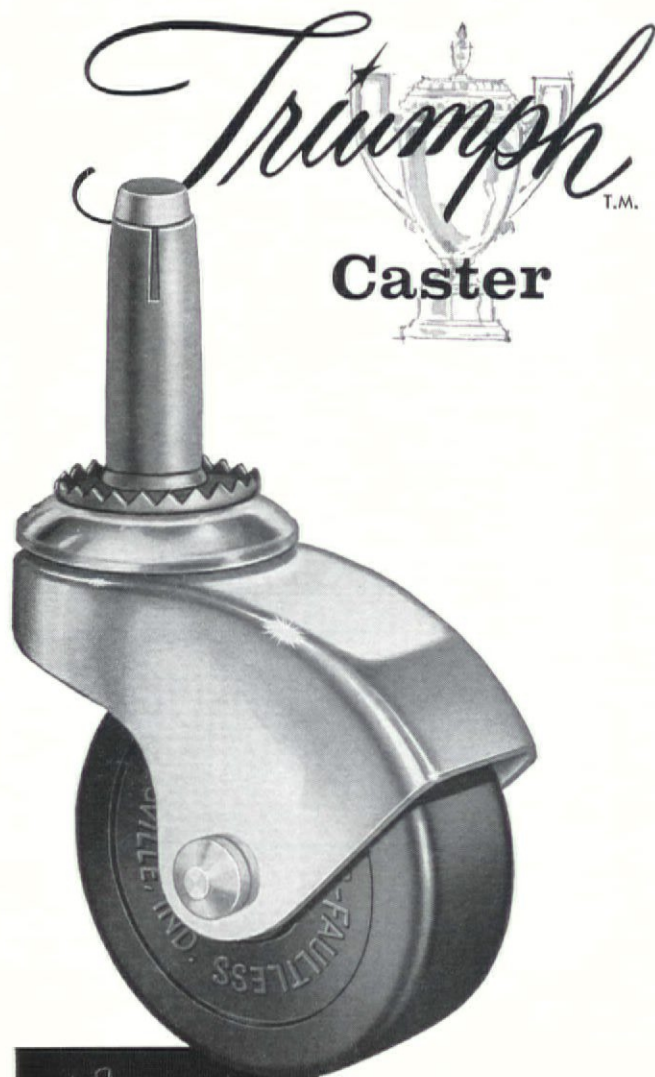
\*Pat. Applied For



Northwestern National Life Insurance Co., Minneapolis,  
Minn. Architecture: Minoru Yamasaki.  
Interiors: Ford & Earl Design Associates



# The NEW Faultless



Even the most casual observer will notice the distinctive, softened contemporary lines of the *NEW Faultless Triumph Caster*...on your furniture.



Write for Faultless Office Furniture Caster Brochure.

**NØELTING**  
**Faultless Casters Corporation**  
 Casters  
 Evansville, 7, Indiana

Branch Offices in principal cities, see the Yellow Pages of the telephone book under "Casters". Canada: Stratford, Ontario.

Circle No. 64 on product information card

## PRODUCTS & SERVICES

CONTINUE

### Game table and chairs from Burke

A contemporary furniture piece, the game table functionally designed by the Burke Div. of Brunswick Corp. with convex sides, allowing easy game participation from any seating position. The table has Formica tops in a new marquetry pattern or may be specified in Burke's San Remo white or



leather. The weighted table bases are cast aluminum in polished or brushed aluminum, white, beige, or charcoal fluidized butyrate finishes. Grouped around the table are chairs from Burke's Star collection with molded fiberglass seat shells, fully upholstered and mounted on an automatic return swivel base of cast aluminum.

Circle No. 124 on product information card

### Secretarial desk by Robert John

A flush-top secretarial desk available in walnut or teak veneers is offered by Robert John Co. as a highlight to the newly designed Pennwood Group. The unit features a personal effects compartment



the rear of the stationery storage pedestal. All desks are supplied with screens as an integral part of the assembled unit. Mattex finish wood-grain plastic to match the oil walnut or oil teak, is also available.

Circle No. 125 on product information card



Greeff "Contract" is in an expansive mood...  
this mood was given a further boost by orders  
of significant yardages for our new inherently  
Fire Resistant Casement and Print Cloths...

Have You Seen Them?

*Samples and prices on request.*

Contract Division

*Greeff*  
FABRICS, INC.

155 E. 56th ST., NEW YORK, N. Y. 10022  
Tel. 212 PLaza 1-0200

It's A  
natural!



for offices

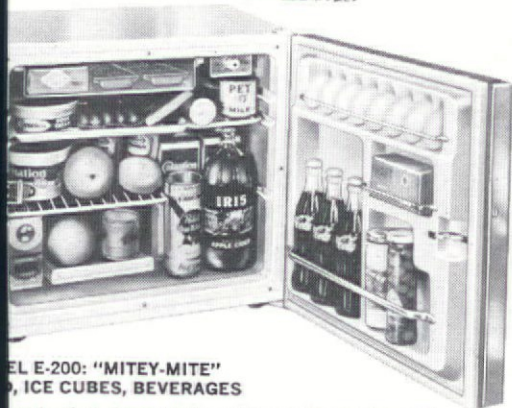


for motels



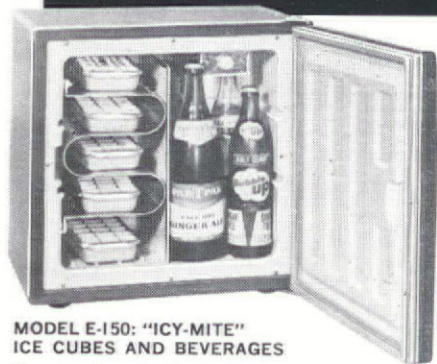
for hotels

# NORCOLD COMPACT COMPRESSOR REFRIGERATORS



MODEL E-200: "MITEY-MITE"  
ICE CUBES, BEVERAGES

Requests that demand the ultimate in service and  
convenience. In a class by itself! Has no competition!  
Magnetic door adds to its capacity. Door lock and 2  
shelves. Only 18" H., 20" W., 17" D. In White or Walnut  
cabinet with matching Walnut wood grain door.



MODEL E-150: "ICY-MITE"  
ICE CUBES AND BEVERAGES

Popular hospitality leader.  
Holds 5 ice trays, 2 full  
quart and 3 half quart bottles.  
Magnetic door gasket. Size:  
16 1/4" H., 16 1/2" W., 15 1/4" D.  
Walnut wood grain door and  
matching Walnut finish  
cabinet.

FASTEST ICE CUBE MAKER  
PROVEN SERVICE-FREE  
PATENTED COMPRESSOR  
5 POSITION THERMOSTAT  
5 YEAR WARRANTY  
LOWEST COST INVESTMENT

FROM \$59<sup>95</sup>

*If you investigate before you invest your choice will  
be Norcold. The reasons are obvious! Smallest in size.  
Biggest in capacity. Quietest in operation. Greatest  
efficiency. Smartest in design. Lowest in cost.*

For Complete Color Literature, Prices  
and Name of Nearest Supplier, Write  
Dept. C5 Contract Division.

**NORCOLD, INC.**

Subsidiary of the Stollie Corp.

16200 South Maple Avenue, Gardena, California • PH: FAculty 1-9300, area code 213  
Warehouses in New York, Chicago, Los Angeles, Vancouver and Toronto

Circle No. 66 on product information card

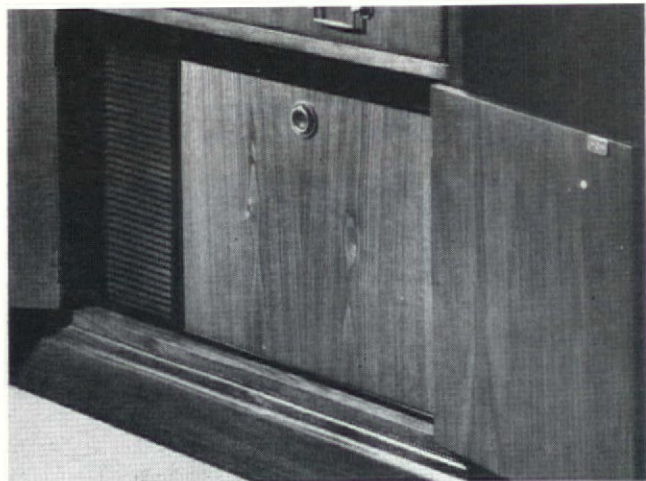


## PRODUCTS & SERVICES

CONTINUED

### Office refrigerator unit

This compact refrigerator from the Sub Zero Freezer Co. can be completely enclosed in a cabinet or wall or used as a free standing unit. The model is



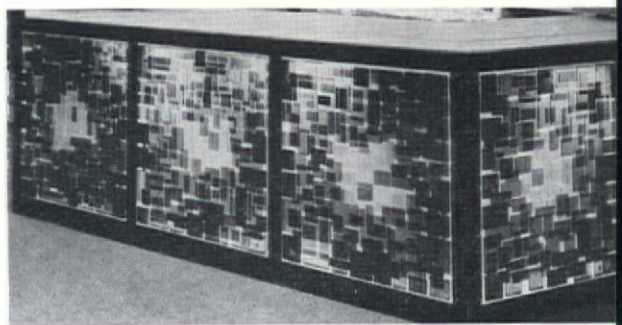
ventilated through the back and bottom so that it operates efficiently even with cabinet doors closed. The self-contained refrigerator is equipped with a

2 tray ice cube evaporator and features a compress type refrigeration system. The door panel (which is removable and can be changed to match any door or wood finish) folds down, doubling as a serving area. Over-all dimensions: Height 15 inches, width 26 inches, depth 15¼ inches.

Circle No. 126 on product information card

### Colored chips form new pattern

American Cyanamid designers have customized vertical panels on the reception desk by featuring multi-layers of Acrylite acrylic plastic colored chips cemented over a base of translucent Acrylite. The company's building products division manufactures



Acrylite for general and decorative purposes in numerous applications.

Circle No. 127 on product information card

## Totally Comfortable

*Discerning designers will see great possibilities in the conspicuous-looking V. I. P. Executive Lounge chair. Simply designed for comfort . . . foam padded to unusual depth in its seat and enfolding back . . . embellished in the finest quality vinyl fabric . . . structurally sound, crafted metal base of "Beauty-Curve" design in colorful aluminum. With swivel base and ball casters, this relaxable, sumptuous V. I. P. Lounge chair is impressive in any SITUATION you may contrive.*

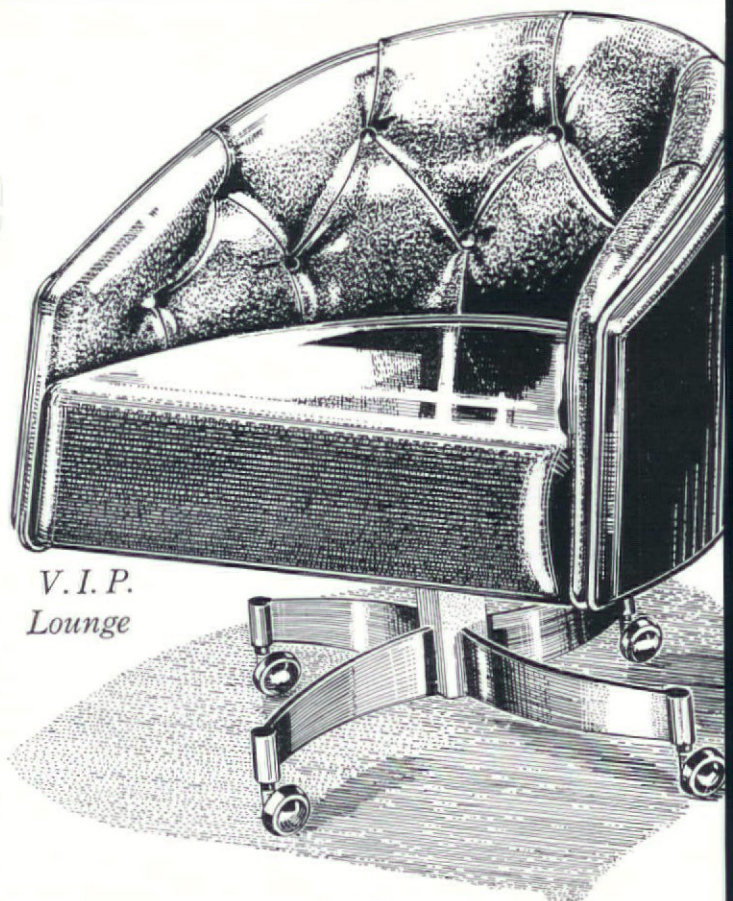
*Gasser*

**CHAIR CO., Inc. YOUNGSTOWN 5, OHIO -**

See us at the National Restaurant and Motel Exposition, Booth 220, McCormick Place, Chicago May 23-28

WRITE FOR OUR CATALOG

Circle No. 148 on product information card



V. I. P.  
Lounge





## Go creative...with Barwick's Colorset

Ever wished for a carpet that didn't exist? Felt a need for a truly unusual design? Then you've been waiting for COLORSET... Barwick's *electronic* method of making plush patterned carpet. COLORSET is the first *real* advance in creating multicolored designs on carpet since the Jacquard loom in 1804.

COLORSET designs take any shape or form... any number of colors... any yarn. At an electronic speed that's hard to believe, COLORSET transforms electronic designs into deep-pile, permanently patterned Barwick carpet... so beautiful and yet so rugged and resilient. Designs flow through the entire thickness. Ultraviolet-resistant dyes assure long years of color clarity.

So go ahead... get creative with COLORSET. Make thick Barwick carpet a dramatic part of your next decorating theme. Select from a collection of imaginative designs in a rich range of luscious, lasting colors. For additional information and samples, write to Barwick's CONTRACT DEPARTMENT today.

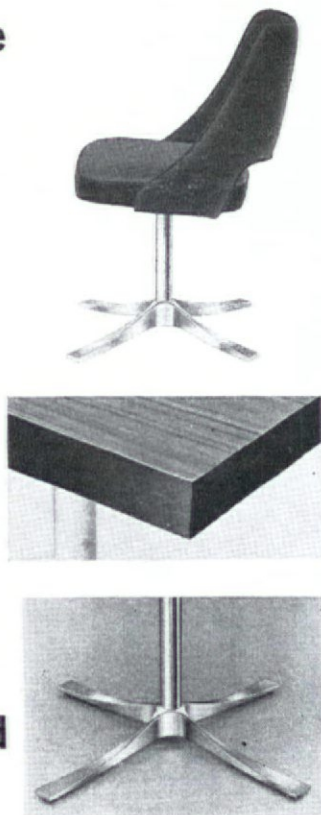
Barwick fashions ACRILAN  
ACRYLIC / NYLON / HER-  
CULON OLEFIN (the long-  
est wearing carpet fibers  
known) into luxurious  
COLORSET carpet pile of  
radiant, enduring designs.

**ET**  
**Barwick**  
mills, inc.  
CHAMBLEE, GEORGIA

*World's largest maker of tufted carpets and rugs*



Technology  
made our  
restaurant and  
cocktail lounge  
furniture  
stain-proof  
scratch-proof  
split-proof  
sag-proof  
squeak-proof  
heat-proof  
kick-proof  
dent-proof  
warp-proof and  
wobble-proof.



Chair with sculptured chrome base swivels silently. Washable super-vinyl upholstery. Selection of wood grain or colors in plastic laminate table tops. Gloss or textured finish. Ebony or self-edged.

## We made it beautiful.

And we can personalize table tops. Actually silk-screen your emblem, or corporate seal, or monogram. Or any decorative design. Shockingly reasonable cost. Write for details on our complete line and the personalized design program. The Commercial Division, Daystrom Furniture, South Boston, Virginia.



**DAYSTROM**  
FURNITURE, SOUTH BOSTON, VIRGINIA

*Built to take it... beautifully*



Circle No. 69 on product information card

## PRODUCTS & SERVICES

CONTINU

### Combination humidifier-air cleaner

A console humidifier with a built-in electronic air cleaner is now available from Hamilton Humid-Air. Called the Electra, the new unit can be used in offices, schools, hospitals, hotels, motels and showrooms. The electronic air cleaner affords the unit year round use.

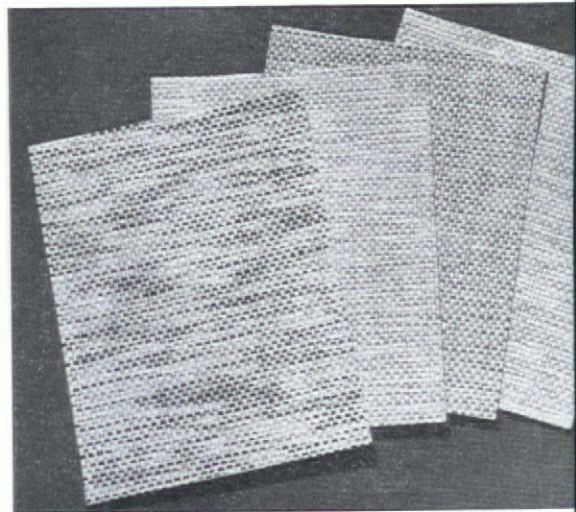


to remove 70 to 95 per cent of pollen, dust and smog from the air. Overall size of the console is 31 by 22 by 18 inches and it operates on standard 115 volt, 60 cycle current. Controls are front mounted behind flip-open cover.

Circle No. 128 on product information card

### Waikiki wallcoverings from Deltoc

A new Fabricraft wallcovering from Deltoc features a basket weave of tropical inspiration accentuated by interwoven contrasting colors. The pattern, called Waikiki, has colorways of ebony and white, drift



wood, sand, and marigold. Fabricraft wallcoverings are vinyl treated to wipe clean with a damp cloth and assure long wear and afford a high fade resistance. Waikiki is available in 27-inch roll widths.

Circle No. 129 on product information card



Circle No. 70 on product information card



*Casual Aire*

by MALLIN CO.

Made of tubular steel, zinc plated inside and out. Expertly welded and finished in bronze-tone, black or white by an exclusive system that defies rust.

Vinyl cord in eight gay decorator colors assures years of beauty and trouble free service for the discriminating.



*Town and Country*

TOWN & COUNTRY is the ultimate in casual furniture for the discriminating public who seek the finest. Made of tubular steel, flawlessly welded and treated for years of rust free usage.

Laced in virgin plastic, hand tied to just the right tension. Frame and cord available each in four decorator colors.

For quality and styling, which will be yours to enjoy for years, we sincerely recommend "TOWN & COUNTRY."



Write for catalog **Mallin COMPANY** 2335 EAST 27th STREET, VERNON, CALIF. 90058



THE LITTLE CORPORAL, CHICAGO

**ANOTHER EXAMPLE OF FINE SEATING BY**



Visit us at the National Restaurant Convention: Booth 223

1123 NORTH McCADDEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 71 on product information card





Those  
chair people  
are at it  
again...



... or is it still. Charlotte has been "at it" for more than fifty years. Turning out designs and chairs that have met the exacting eye and approval of decorators has been second nature with Charlotte. Designs come and go, but the fine art and highly specialized skill of making chairs have been perpetuated and improved upon . . . until today Charlotte can build almost any chair you need for a particular setting or effect.

Charlotte Chairs, while giving the impression of "very expensive" and "luxurious," are surprisingly reasonable . . . very probably within the budget you are looking for. Write us today.

**C**  
**C**  
**C**  
charlotte chair company  
CHARLOTTE, MICHIGAN

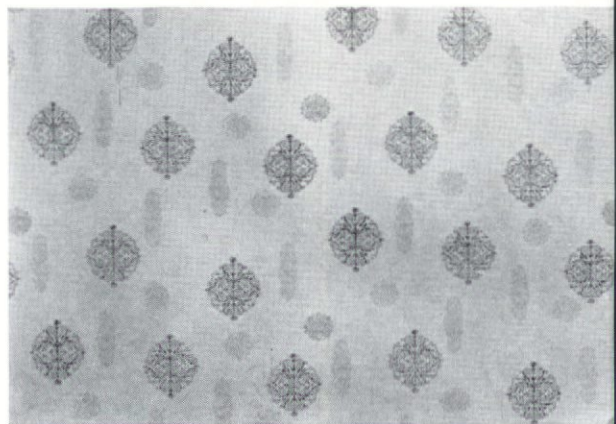
Circle No. 72 on product information card

## PRODUCTS & SERVICES

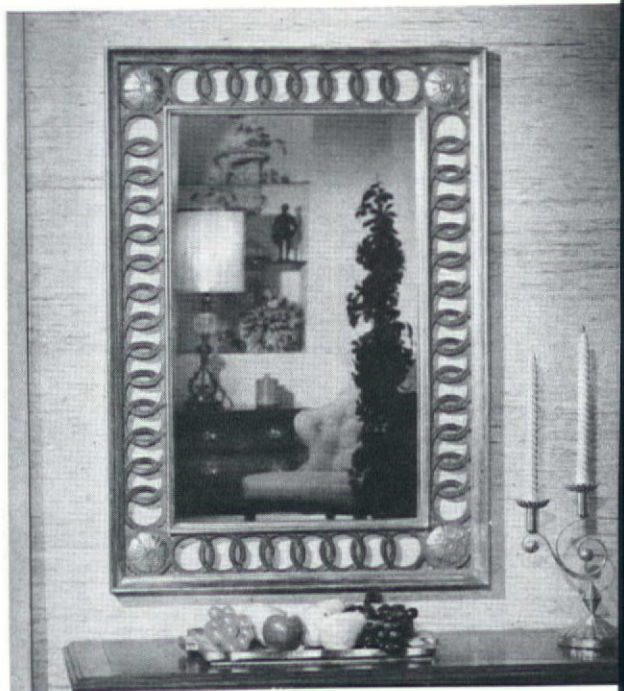
CONTINU

### Pre-pasted vinyl wallcoverings

The new Sunworthy collection of vinyl wallcoverings are pre-sized and pre-pasted for quick installation.



A special lamination process combines the strength, flexibility, and soil resistance of plastic with



**RINGING TRIUMPH!** Another exciting mirror treatment by LaBarge—Spanish No. 2911, hand carved, heavily antiqued gold leaf finish, with dark inset of interlocking rings. 27½" x 39½". For particulars, write the design world's most prolific source of fine quality wall mirrors and sconces.

**LaBarge Mirrors inc.**  
HOLLAND, MICHIGAN 49423

PERMANENT SHOWROOMS:  
1724-A Merchandise Mart, 218 Hickory Home Furnishings Mart

Circle No. 73 on product information card



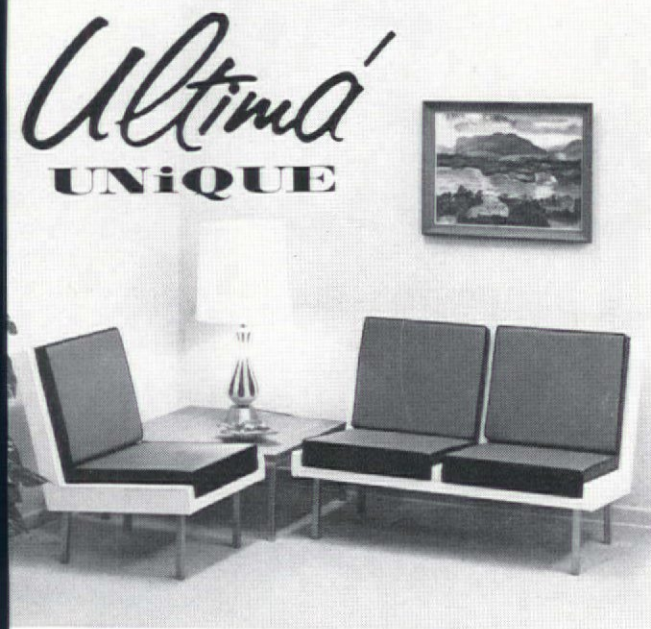
dimensional stability of paper. The wallcoverings are easily installed—after a dip in water, they are ready for application. Small air bubbles which may become trapped behind the paper dry flat and need not be punctured for removal. Five permanent embossed effects are background features in the new collection: fleurette, taffeta, moire, silk shantung and matte. The pattern shown, Concerto, a stylized medallion design with a Spanish influence, is steam, stain and fade proof, as are all patterns in the Sunworthy vinyl collection, available in 14 yd. rolls.

Circle No. 130 on product information card

#### Haydock's low-cost plastic caster

A new sphere-shaped caster employing a durable plastic, Cyclocac, is engineered in gleaming metallics. The Haydock caster is said to have been tested under extreme conditions to meet all heavyweight furniture requirements. The pivot post was designed below axle for instant swivel and finger-touch movement even over heavy carpeting. Non-marking finishes include chrome, brass, copper, and a variety of colors, in sizes for both small and large furniture and fittings for wood and metal requirements. The Cyclocac casters are low priced and designed for rugged mass use.

Circle No. 131 on product information card



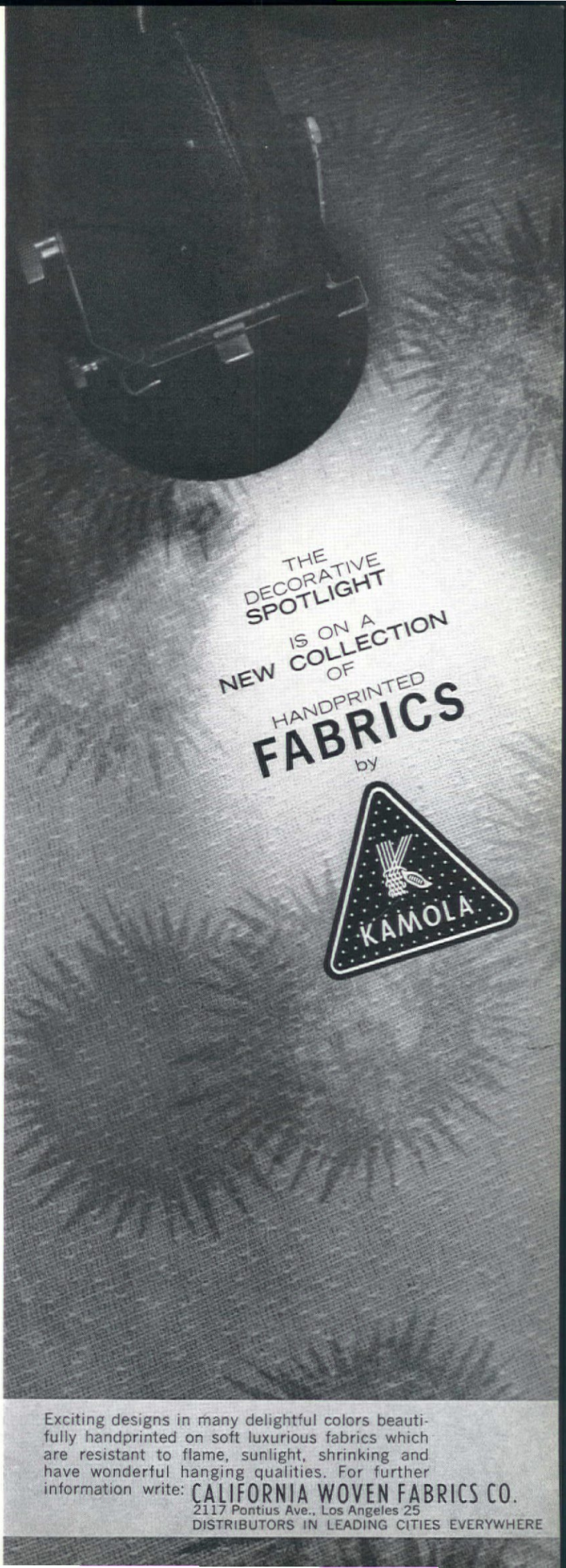
*America's Finest, Most Flexible Line of Co-ordinates for Office, Lounge and Reception.*

Beautifully styled, ruggedly built and designed for maximum decorator flexibility.

Write or call today for complete information  
**GRIGGS EQUIPMENT, INC.**  
 Belton, Texas

Circle No. 74 on product information card

Circle No. 75 on product information card →



THE  
 DECORATIVE  
 SPOTLIGHT  
 IS ON A  
 NEW COLLECTION  
 OF  
 HANDPRINTED  
**FABRICS**  
 by



Exciting designs in many delightful colors beautifully handprinted on soft luxurious fabrics which are resistant to flame, sunlight, shrinking and have wonderful hanging qualities. For further information write: **CALIFORNIA WOVEN FABRICS CO.**  
 2117 Pontius Ave., Los Angeles 25  
 DISTRIBUTORS IN LEADING CITIES EVERYWHERE



# celtic

A COLLECTION  
OF ANCIENT  
IRISH  
ART FORMS



## Jo Mead Designs

17 N. ELIZABETH ST. • CHICAGO, ILL. 60607

COMPLETE CATALOG 1.00

## PRODUCTS & SERVICES

CONTINUED

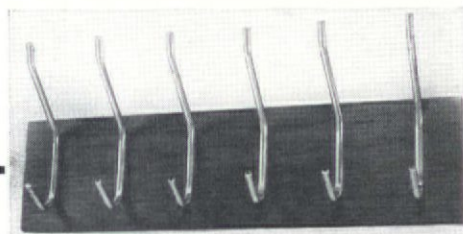
### U.S. Rubber's adaptable upholstery material

A new exterior seating material, perfected by U.S. Rubber Co. will withstand extreme climatic conditions and makes possible a wide range of seating designs. Known commercially as Royalite 75, the material can be formed into any shape by a one piece molded process that eliminates cutting, piecing and sewing—for economical production costs. Developed originally for the boating industry, Royalite 75, is waterproof, resistant to punctures and abrasion, re-



tains its appearance, and is impervious to cracking, stiffening, and steam rot. Tests conducted by U.S. Rubber have found the material ideal for outdoor upholstery, public transportation, and all types of public seating. Royalite 75, in a wide color range, exceeds standard commercial specification requirements established by the government.

Circle No. 132 on product information card



### PERM-A-RACK WALL RACK

For permanent or temporary installation. Unit can be easily attached with set of flush mounting brackets. Can be removed in a few seconds by lifting upwards. Selected genuine American Walnut with six round solid Brass hooks  $\frac{3}{8}$ " dia. No exposed screws. Mounting hardware included. Also available with satin chrome hooks.  $\frac{3}{4}$ " x 6" high x 24" long. Weight . . . . .7 lbs. Free Catalog on Request.

LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS  
327 East 103rd St., Dept. C, N.Y. 29 • ATwater 9-5374-5

Circle No. 77 on product information card

← Circle No. 76 on product information card



# Want to Know About PANLON?

*It's a drapery or a folding door. It won't fade, warp or deteriorate. Cleans in a minute - at no cost. Speaking of cost, the initial price is low, maintenance costs non-existent. Fifteen (15) decorator colors combine with any traditional material for unlimited design possibilities - Truly - you make the difference!*

# Want to Know More About PANLON?

Write:

**Louvre Design Company**

Post Office Box 9815, Van Nuys, California

**NEW!**  
from

*SurfLine*<sup>®</sup>

□ The addition of a new five-position chaise makes the SurfLine group even more complete. The line now contains seven pieces all featuring NICKEL STAINLESS STEEL construction. Long-lasting, beautiful stainless steel won't peel, chip, crack or whiten and is corrosion resistant . . . even in salt-air climates. Virgin PVC cord-wrap in five decorator colors stays bright and resilient for years. Full 10-year warranty means low investment cost per year and reduced maintenance.

Write today for Free  
Color Brochure.  
Dept. C-565



Model W-700

Five-position chaise

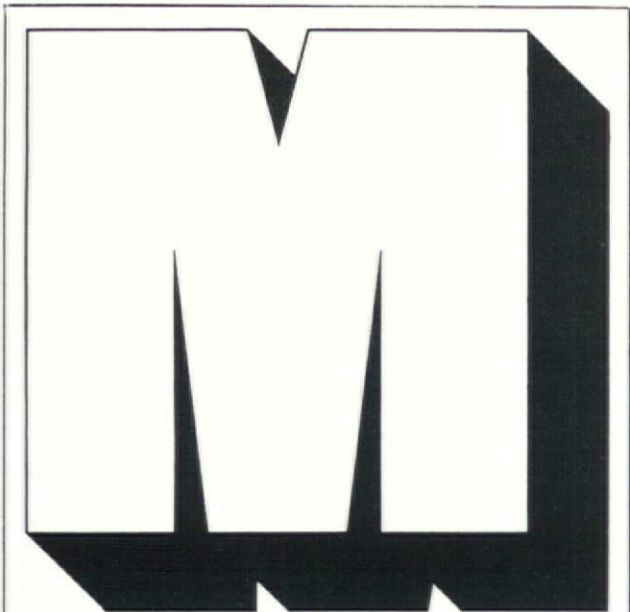


**WALL TUBE AND METAL PRODUCTS CO.**

**NEWPORT, TENNESSEE**

Circle No. 79 on product information card





One of the biggest items from Madison this year is a little chair. Arm chair, number 5005. Oil finished walnut wood frame. With optional foam filled channeled seat and back. Arthur Umanoff designed this chair for any room in the home or office. Write for catalog.

**MADISON**  
FURNITURE INDUSTRIES

*Canton, Mississippi*



Showrooms: Dallas, Chicago, Los Angeles, San Francisco, Seattle, Minneapolis & Miami

Circle No. 80 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Tradco introduces transitional line

Grand Prix Lumiere, a line of contemporary lighting fixtures by Tradco, introduced two transitional lighting fixtures of more traditional design, the first in a



continuing series of additions. Tradco manufactures and imports lighting fixtures from all over the world under the Grand Prix Lumiere label. The two new fixtures combine clear, hand-blown tinted glass with

### ROYALON MASTERPIECES

*Acry-Crystal®*



- Shatterproof!
- Chip resistant!
- Dishwasher proof!

### ALMOST INDESTRUCTIBLE

Sight alone won't show how improved Royalon Masterpieces® are over glassware. Hold them, notice their graceful shapes . . . look like frosted glassware . . . and best of all, they leave no ring. Drinks stay hot or cold longer. Eight beautiful shapes . . . eleven colors to fit any decor! Contact Royalon directly for special trade discounts.



Dealer inquiries invited.

A Division of Royal China, Inc.  
Sebring, Ohio

Circle No. 81 on product information card



s or aluminum of various surface treatments. One  
 he new models comprises a flat glass bowl under  
 qued white metal shade, and clusters of two or  
 e candelabra bulbs and can be used as a swag or  
 down lamp. The bowl comes in shades of smoke,  
 or mauve. The other model features a cluster of  
 e candelabra bulbs inside a 14-inch glass cylinder  
 brass holder. The holder is available in satin,  
 que or polished brass with smoke, blue or mauve  
 s.

Circle No. 133 on product information card

**seamless curtains in endless widths**

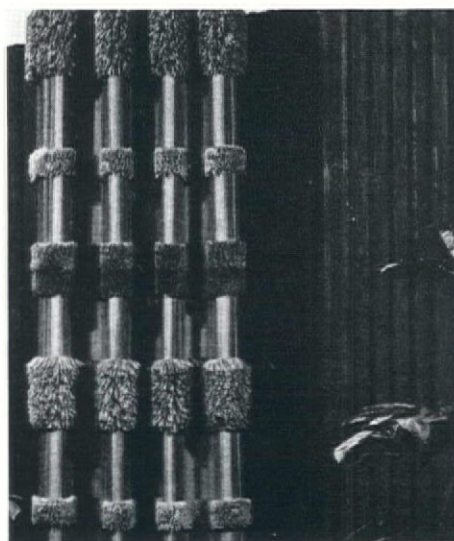
mcraft's exclusive imported polyester voile,  
 d Tergal, will curtain a window of any width  
 out seams. A weave of completely balanced yarns,  
 same number in both warp and fill, permits the  
 -wise use of the fabric across long windows, afford-  
 seamless drapery of any width. Tergal is washable  
 -dry, with excellent color fastness to sun in addi-  
 to its dimensional stability. Twelve basic colors  
 available in standard widths from 69 to 165 inches.  
 les Bloom Inc. is exclusive distributor for French  
 orted, unpatterned Tergal.

Circle No. 134 on product information card

**ed draperies from Elenhank**

ew design in tufted draperies is available from  
 ank Designers, Inc. (winners of an award pre-

sented by the AID for its accent rug designs).  
 Called Regalia, the tufted bands, ranging from velvet  
 cut to shaggy, are arranged horizontally at varied  
 intervals, draping softly to emphasize the harmony  
 between tufted bands and the woven ground. Re-  
 galia may be custom ordered in panels of any length

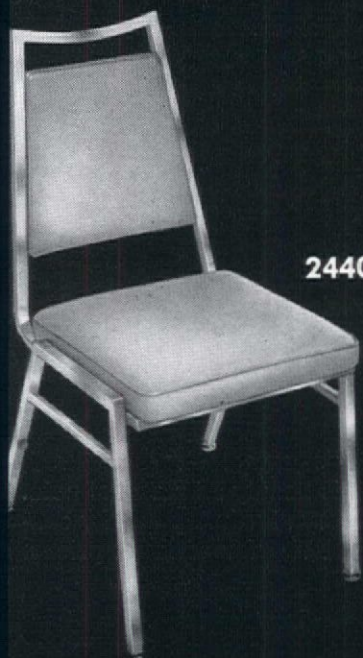


with the varied tufting arrangements and grounds  
 in numerous colorways. Tufting is cotton and rayon  
 on a textured ground of varicolored yarns.

Circle No. 135 on product information card



**STACK CHAIRS**  
 savings in time and space pay for  
 these comfortable chairs fast.



2440



2441



2443

te for latest  
 rated catalog



**carroll chair company, inc.**  
 1508 west carroll street  
 Chicago 7, Illinois • TA 9-3396

where service and  
 quality count most



Circle No. 83 on product information card

\* **THE CANTILEVER COUNTER STOOL BASE** by *L and B* \*

\*... the only base with 2 adjustments \*

**number 8200 cantilever stool base**  
Allows you to make seat-height and curb-alignment adjustments up to 2" each. Polished or Satin Chrome Satin Brass or Copper  
Pat. Appl. 281,473

*L and B* **MANUFACTURING CORP.**  
Santa Monica, California



## EMINENCE IN WOOD

A continuous effort by Stem to maintain bold inventories of hardwood lumber and sliced wood ranging from domestic Ash to exotic Zebrawood assure you a reliable source for over 100 species.

**CHESTER B. STEM, INC.**

1600 GRANT LINE ROAD • NEW ALBANY, INDIANA, U.S.A.

Circle No. 84 on product information card

## MANUFACTURERS'

### LITERATURE

A new pattern and color selector for Durasan vinyl surfaced wallboard panels is available from National Gypsum Co. Designed for handy reference and fast selection, the selector contains vinyl swatches of patterns and color availabilities in standard, special and custom decorator panels. Also included are technical and performance data, panel sizes, ordering guide, and stylized selection service.

Circle No. 136 on product information card

A 135-page sample book, Textured Walls, is newly issued by James Seeman Studios, Inc. The collection of vinyl-coated textured wallpapers contains a broad range of colorways and interesting textures designed for wall areas where unobtrusive treatments are sought for the display of other furnishings. The textures coordinate with the firm's major scenic and repeat wall-paper collections to serve as additional panels and fillers.

Circle No. 137 on product information card

The 1965 general catalog of Goshen outdoor furniture and home-play equipment contains the popular Hospitality series along with lawn swings, gliders and benches.

Circle No. 138 on product information card

## Country Casual



Wherever the gracious "country look" is featured, this handsome line adds beauty on a casual note. Full line for all uses. Very sturdy top-quality construction for long life. Write for contract prices.

**FICKS**  
REED CO.

"The most famous name in rattan furniture"

4900 Charlemar Drive—Cincinnati, Ohio 45227

Circle No. 85 on product information card



available to the trade is Georgia-Pacific's Building and Industrial Products catalog. It includes specifications for decorative paneling, overlaid surfaced and specialty plywood, siding and sheathing, hardboards, composition boards and Appalachian and southern hardwoods. The many forest products described are indexed for quick referral and presented in color photographs.

Circle No. 139 on product information card

Drapery hardware and accessories are completely reviewed in the new Kirsch binder catalog. More than 1000 illustrations of the Kirsch products from traverse rods to toggle bolts, are grouped in special sections, each preceded by a tabbed page featuring full-color "in use" drawings. Complete specifications, packaging, and ordering, are clearly defined.

Circle No. 140 on product information card

Two new catalogs from the Harvard Mfg Co. outline the use of Harvard bed frames and accessories in two 20-page editions. The dealer catalog provides retailers with concise information, uses, features and specifications together with simplified how-to-order instructions for each unit. The contract catalog is directed to the attention of contract buying departments, institutions and contract dealers, including details on dual purpose sleep equipment as well as bed frames.

Circle No. 141 on product information card

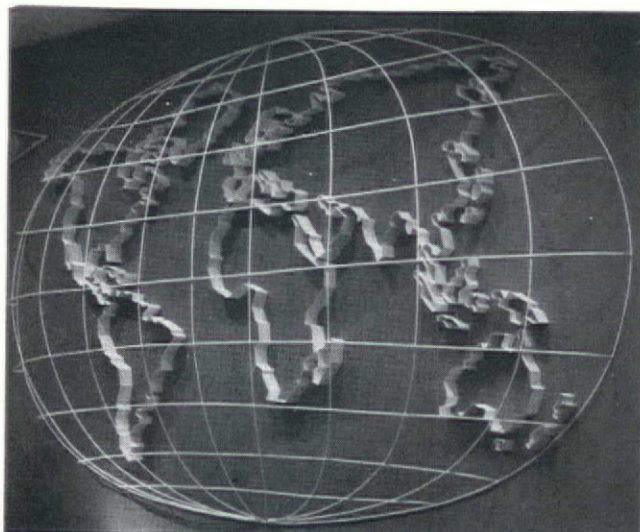


the first time —  
special colorings without additional cost\* in our magnificent new Style Index, Volume Two, Collection of Wallpapers & Wallcoverings, Inc.

1010, D&D Bldg., 979 Third Avenue, New York, N. Y. 10022  
for illustrated brochure:  
C 5, 50 Rose Place, Garden City Park, N. Y. 11041  
exclusive to interior designers, six roll minimum

Circle No. 86 on product information card

Circle No. 88 on product information card



**commercial interior wall displays  
for reception rooms, office lobbies  
projecting corporate identities  
dimensionally in all materials.**

*design / construction / installation*

## DISPLAYCRAFT

56 West 45th Street/New York, N. Y. 10036/YU 6-4955

Designed for maximum durability, Excel lamps are available in a wide range of styles and sizes—or custom-made to your specifications. Write for catalog.

EXCEL MANUFACTURING CORP. Muncie, Indiana

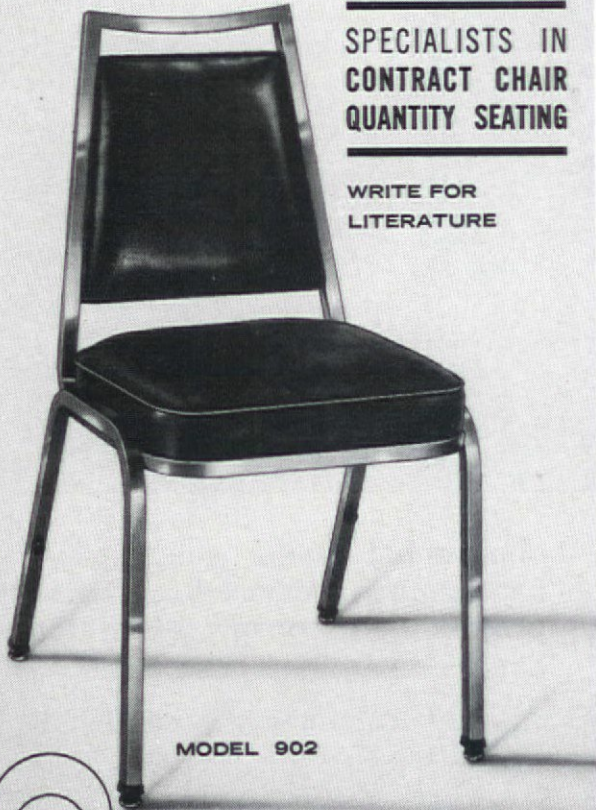
*Highlight  
the beauty  
of it all  
with Excel  
lamps*



Circle No. 87 on product information card



Circle No. 89 on product information card



**SPECIALISTS IN  
CONTRACT CHAIR  
QUANTITY SEATING**

**WRITE FOR  
LITERATURE**

**MODEL 902**

**WACO** SINCE 1932  
450 N. LEAVITT ST., CHICAGO 12  
PHONE TA 9-6565


**C**ustom  
Murals of  
Striking Design

**C**reated To  
Personalize  
Your Decor

**F**rom your  
Pictures or Ours

**P**roduced by the  
Artistic Use of  
Photographic  
Science

*Eliminate That  
Stereotype Look!*

Contact 

**PHOTOMAMMOTH** murals  
P.O. BOX 3186 - VICTORY CENTER, NORTH HOLLYWOOD, CALIFORNIA

Dept. C-3A

Circle No. 90 on product information card

## MANUFACTURERS'

CONTINUED

### LITERATURE

World-Wide Design House Ltd. has published a flyer with photos and price lists on its many table designs: dining, game, end, and occasional. The tables feature Spanish-style wrought iron bases or graceful, Provincial curved legs with a variety of parquetry tops.

Circle No. 142 on product information card

Syroco's '65-66 catalog illustrates its entire collection of decorative wall accessories—plaques, mirrors, sconces, clocks, planters—in a wide range of styles and finishes. There are 60 pages of color illustration and an index for easy reference.

Circle No. 143 on product information card

The many moods of Molla outdoor furniture are featured in a new 64-page catalog from Molla, Inc. The Molla lines, in designed settings, suggest the varied uses of metal furniture. A companion-piece to the catalog is an unusual color chart which reproduces exactly the texture and coloring of Molla colors in vinyls and cotton upholsteries, as well as the textures and colors of the Formica table tops.

Circle No. 144 on product information card

Circle No. 91 on product information card



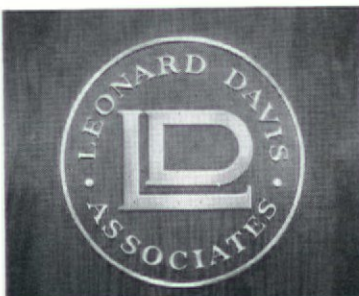
### we love heavyweights

The bigger they are, the harder they fall for Fibermold chairs... they're durable, solid—comfortable, too. Good styling makes them equally "at home" in the factory, cafeteria or the most fashionable shop. Good construction makes them practically indestructible. To see them, write, wire or phone:

#### FIBERMOLD CORPORATION

2321 ABALONE AVE. • TORRANCE, CALIFORNIA • (213) 775-6288

An Affiliate of Borg-Warner



### For Identification Plus

Here are the signs, letters, numerals, plaques... size... in all metals... plastics... flat, bas-relief, sculptured... mounted on any surface. Stock or custom. Ask for quotation free Catalog.

**USB** UNITED STATES BRONZE Sign Co.,  
Dept. CO, 101 W. 31st St., New York, N. Y. 10011

Serving America's leading Decorators for 40 years

Circle No. 92 on product information card



complete preview of decorative sculpture, plaques, mirrors, lamps, and accessories, is given in a catalog by Jo Mead Designs. All of the Mead designs are beautifully reproduced or adapted from the pages of history. There are ships and sea, medieval, primitive, Celtic, Spanish, and American themes to choose from for just the needed decorative effect of any design scheme. The 96-page catalog costs \$1.00.

Circle No. 145 on product information card

from B. P. John Furniture Company of Portland is a new 14-page brochure of household furniture offered by its General Services Administration contract. The merchandise, a related group of bedroom, dining room, and living room pieces, is Danish modern in styling and identified with Federal stock numbers and descriptions. Three pages contain sketches of upholstery fabrics including Masland and vinyl in a variety of colors and patterns.

Circle No. 146 on product information card

room groupings and catalog of H. Roberts Industries Inc.'s professional and institutional furniture line, the V.I.P. collection, comprise an information folder for specifiers. The patients' room furniture, constructed of wood, is available in several different stylings, Provincial, Oriental, Contemporary Spanish to give hospital or nursing rooms a more personal air. All desired specifications and details are included.

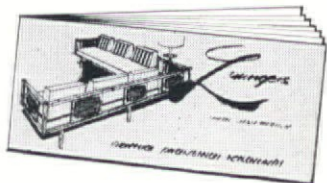
Circle No. 147 on product information card



Look to LEE  
for America's  
Finest Values  
in . . .

## Seating-Lounging-Sleeping" Furniture...

Versatility unlimited!  
Unique space-saving and  
styling innovations!  
The ultimate in Comfort!



Visit CHICAGO SHOWROOM for Free Illustrated Booklet

**LEE**

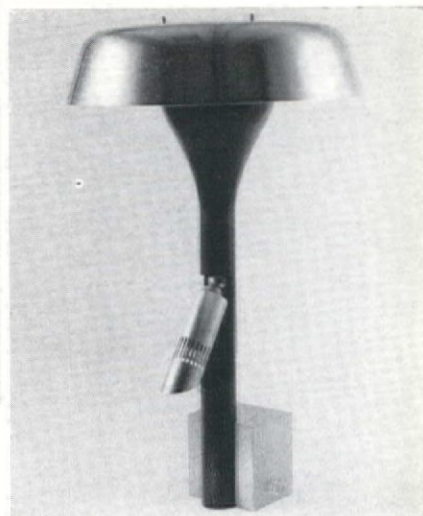
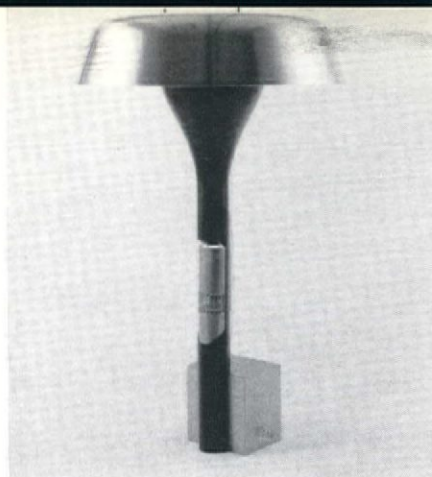
CHICAGO SHOWROOM: LEE Ltd. Furniture  
#1262 Merchandise Mart, Chicago 54, Ill.

N. Y. SHOWROOM: CASUAL Furniture Inc.  
One Park Avenue, New York 16, N. Y.

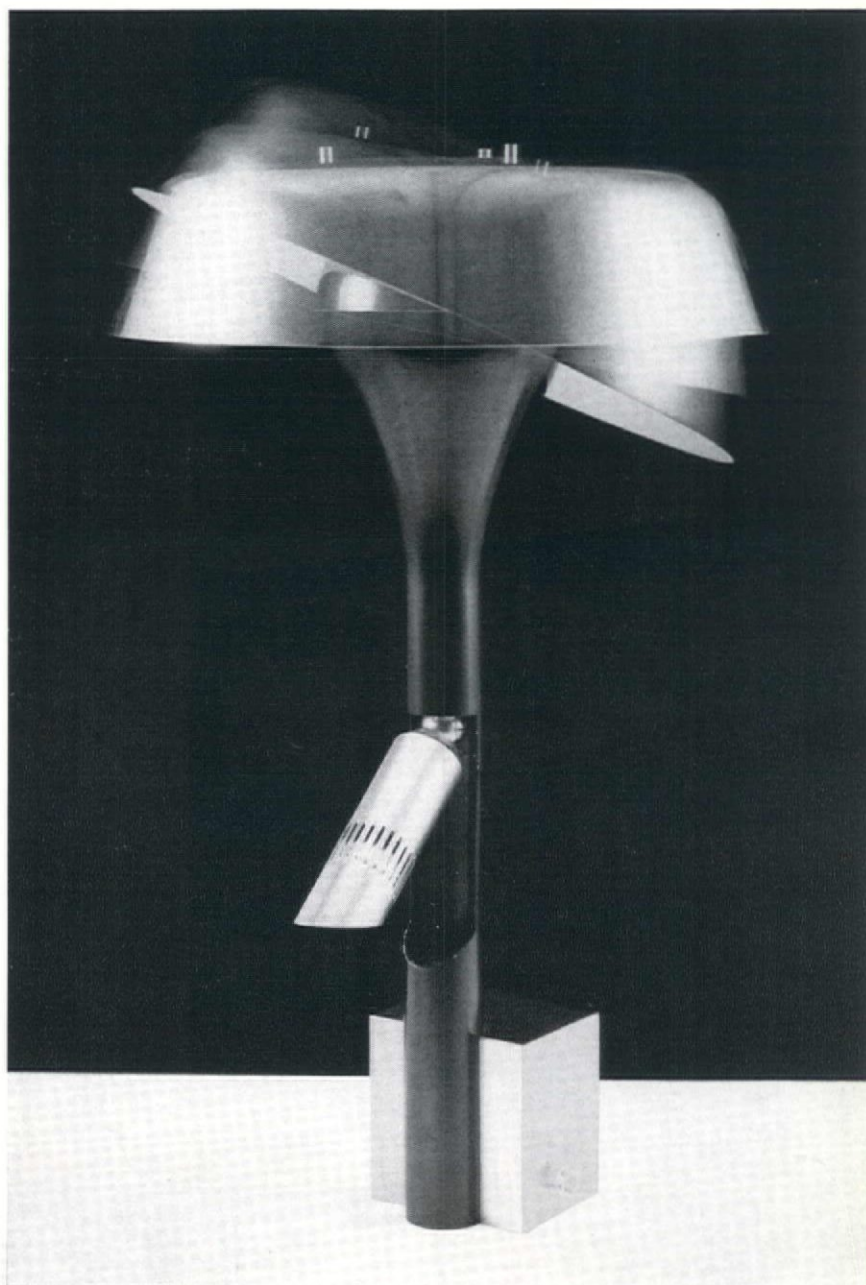
FURNITURE

Circle No. 93 on product information card

Circle No. 94 on product information card →



# CHAPMAN



SHOWROOMS — For Stocking Dealers: Chapman, 225 Fifth Ave., N.Y.C.; 1210 Merchandise Mart, Chicago; 310 Decorative Center, Dallas; Morganton Furniture Company, High Point; 266 N.E. 60th Street, Miami; Space 568, Western Merchandise Mart, San Francisco; 8850 Beverly Boulevard, Los Angeles.

For Decorators: Facade Designs, Inc., 969 Third Ave. (58th St.), N.Y.C.

FACTORY AND OFFICES: Chapman Manufacturing Company, Avon, Massachusetts 02322



Circle No. 95 on product information card



Marie Antoinette pattern used in N. Y. Showroom of Stark Carpet Co.

**Want Lifetime Flooring?**

**Low Cost Maintenance?**

**Moderate Price?**

**Specify Teakwood!**

Only genuine teakwood flooring imported from Thailand (authentic "Tectona Grandis") gives elegance plus practicality that today's hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood... it's there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for Bulletin 600 on Thai-teak teakwood flooring



**BANGKOK INDUSTRIES, INC.**  
1545 W. Passyunk Ave., Phila., Pa. 19145

designed for  
**DINING  
COMFORT**

From  
chairmasters



#1852-A. A luxurious version of the famous Captain's Chair, featuring an attractively carved wood frame. Comfort is stressed in the upholstered spring seat, arms and back rest. Stylishly finished with brass nail heads on arms and back. Seat is removable for easy cleaning or recovering. Chair is available in a variety of wood finishes and upholstery coverings.

This is only one of 200 styles featured in our catalog. Write for your copy.

**chairmasters**

200 E. 146th Street, New York 51, N. Y. • C/Press 2-0600

CHAIRS • STOOLS • TABLES • BASES • BANQUETTES • BARS

Visit our exhibit, booth #100, National Restaurant Show, May 24-27, McCormick Place, Chicago, Illinois.

Circle No. 96 on product information card

## CALENDAR

1965

May 5-8. National Association of Educational Buyers. Hilton Hotel, Denver, Colo.

May 8. Interior Design Education Week, sponsored by Illinois Chapter, American Institute of Interior Designers with Chicago design schools. Exhibit at Merchandise Mart, Chicago.

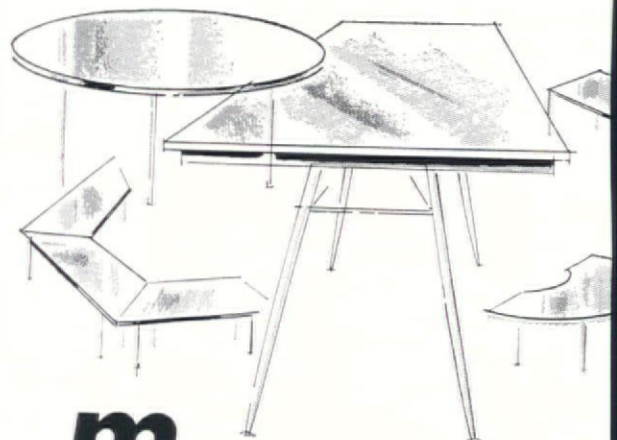
May 24-28. National Restaurant Association and American Motor Hotel Association Convention and Exhibit, featuring Designs for Dining at Motelrama. McCormick Place, Chicago.

June 7-9. Fifth National Lighting Exposition. Coliseum, New York City.

June 14-18. American Institute of Architects 97th Annual Convention and XI Pan American Congress of Architects. Washington, D.C.

June 20-26. Summer Furniture Market. Merchandise Mart and American Furniture Mart, Chicago.

June 27-July 2. National Education Association. Madison Square Garden, New York City.



**M/H FOLDING TABLES**  
for every purpose

Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy to store, quick to setup and lock automatically, providing a table as rigid as a regular table.

Write for catalog.

**Metwood**  
QUALITY BRANDED  
**hanover**

FOLDING TABLES • BENCHES • STAGE UNITS

Spruce St., Hanover, Pa.

Circle No. 97 on product information card



28-July 2. New York Floor Covering Openings, New York City.

28-July 2. Summer Furniture Market. National Furniture Mart, Home Furnishings Mart, New York Furniture Exchange. New York City.

29-July 2. International Data Processing Conference & Business Exposition. Benjamin Franklin Hotel, Philadelphia.

12-16. Summer Furnishings Market. Dallas, Texas.

19-23. Western Furnishings Market. Western Merchandise Mart, San Francisco.

August 1-4. National Home Furnishings Conference, sponsored by National Retail Furniture Association and Western Merchandise Mart. Western Merchandise Mart, San Francisco.

September 8-17. National Decoration & Design Show. Seventh Regiment Armory, New York City.

September 14-17. American Motor Hotel Association 10th Year Conference. Billings, Montana.

October 8-11. National Hotel & Motel Exposition. New York Coliseum, New York City.

November 5-11. American Hotel & Motel Association 54th Annual Convention. Miami Beach, Fla.

Captain Jinks

Carrousel Horse

**40" Capt. Jinks Leads New Charge!**

In this charge, Capt. Jinks and his Early American group have captured the market's fancy. And to its response, we've re-created many new historic carved figures and enlarged several of our present wall accessory items. For instance —

Capt. Jinks (24" and 40")    Eagle (18" and 40")  
 Barber Pole (17½" and 40")    Jenny Lind (40")  
 Carrousel Horse (18" and 27")    Barber Pole

Send for Color Catalog Supplement.

**Richter Arcraft, Inc.**  
 1105 DORR ST. • TOLEDO 7, OHIO

Circle No. 98 on product information card

Circle No. 99 on product information card



Conference Room Folding Tables  
 Square tubular legs. Softly textured plastic wood grained top with matching edge.



- Folding Tables
- Chalk Boards
- Bulletin Boards
- Easels
- Revolving Boards
- Chair Trucks
- Table Trucks
- Band Stands
- Portable Stages
- Choral Stands



Precision made of the finest quality materials, designed and manufactured for long life & service. Whatever the need . . . whatever the application . . . there is an AMTAB product that will do it better!

Write for catalog and price list

**AMTAB**  
 MANUFACTURING

1747 WEST GRAND AVE.  
 CHICAGO 23, ILL.

DURABLE and SMART

**No. 8358**  
 Arm Chair Matching

Two Seater, Three Seater and Lounge Chair also available. Styled with or without arms.

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

**AMERICAN CHAIR COMPANY**  
 Manufacturers of Contract Furniture  
 Sheboygan, Wisconsin

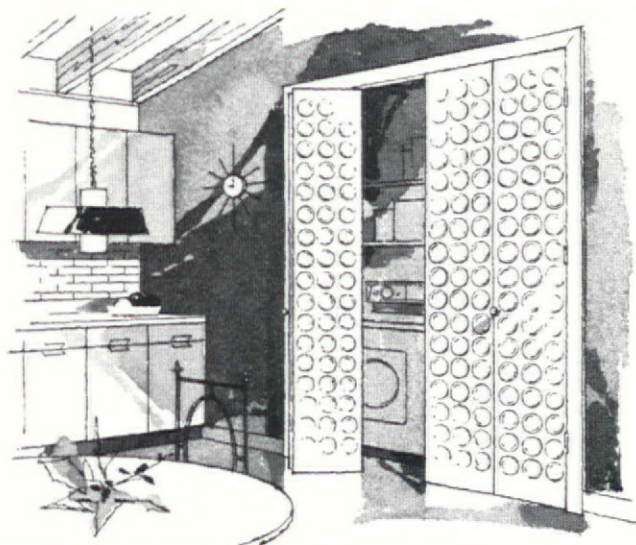
Permanent Displays:  
 Atlanta • Chicago • Dallas • Miami • New York • San Francisco • Sheboygan

Circle No. 100 on product information card



Circle No. 101 on product information card

## now closet doors can be beautiful!

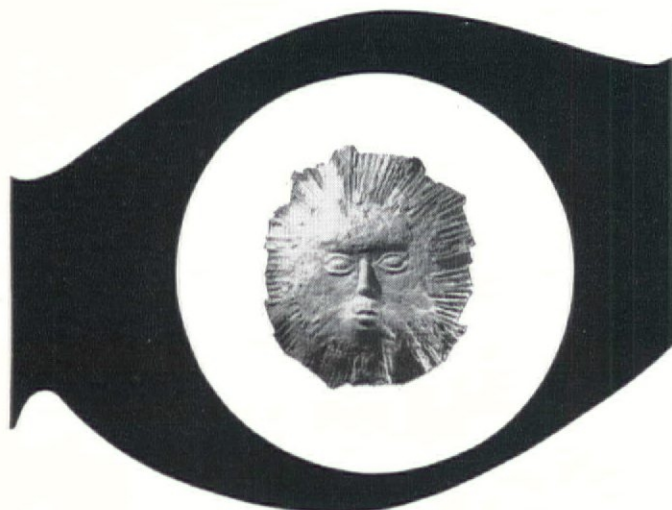


### **HOMESHIELD** decorator bi-folding doors

Women love these stunning decorative doors that beautify closet openings, screen off laundry and utility areas, serve as handsome room dividers. The durable *Royalite*® panels come in 4 striking contemporary or traditional designs, in Off White. See your building materials supplier, or write for complete Specification Kit. AMERICAN SCREEN PRODUCTS COMPANY, Chatsworth, Illinois 60921. Dept. CO-5.



©Registered T.M. U.S. Rubber Co.



### SEEING IS BELIEVING...

BE AN EYE WITNESS TO THE NEW WONDERS OF WALLCOVERING, OUR VOLUME 14 • SEND FOR FREE BROCHURE

## THE JACK DENST DESIGNS INC.

7355 S. Exchange Ave., Chicago, Ill. 60649

Circle No. 102 on product information card

## CLASSIFIED ADVERTISEMENTS

Rates: \$12.00 per column-inch payable with order. extra charge for box numbers. This section closes on 15th of preceding month.

**EAST COAST REPRESENTATIVES WANTED:** By one of nation's largest and best established contract furnish firms. Offering a complete package: including, manufacturing, design, financing and installations, to HOTELS, MOTELS, SCHOOLS, and INSTITUTIONS. Only experienced salesmen will be considered. Reply in complete confidence to: Box A-229, CONTRACT.

**MANUFACTURERS REPRESENTATIVES WANTED:** Large Angeles manufacturer seeks qualified representatives nationally advertised line of stacking, swivel, side counter chairs. Full color catalogs and prepaid freight program backed by large factory inventory. Many territories available. Apply directly to Blisscraft of Hollywood, Dept. C, 13007 S. Western Ave., Gardena, Ca 90249, with resumé and lines handled.

**REPRESENTATIVES WANTED:** Contemporary furniture manufacturer wants road men currently calling on architect designers and specifiers with non-competing product. Strong additional quality line. New York State, England, Philadelphia, Washington and Baltimore area Commission only. Write, stating experience and product lines carried. Box A-228, CONTRACT.

## GENERAL ACCOUNTING

Distinctive accent for prestige interiors

### METAL LETTERS BY KNIGHT

ANY OFFICE or building puts its "best face forward" at low cost... when you use Knight Metal Letters and Numbers. Designed by master craftsmen, distinctive three-dimensional letters are cast in bronze or aluminum. There are sizes for every style for any decor... in oxidized, polished or finishes. All are easily applied to doors and walls out drilling... actually cost less than painted letters.

ANOTHER LUXURY TOUCH: Personalized desk plates in solid bronze with polished Moderne lettering. WRITE FOR FULL INFORMATION.



Circle No. 103 on product information card



ERGER: Closely held uptown converter-jobber of fabrics and wallpapers to decorators, stores, and architects will consider merger with similar firm or others seeking diversification. Write: Box A-230, CONTRACT.

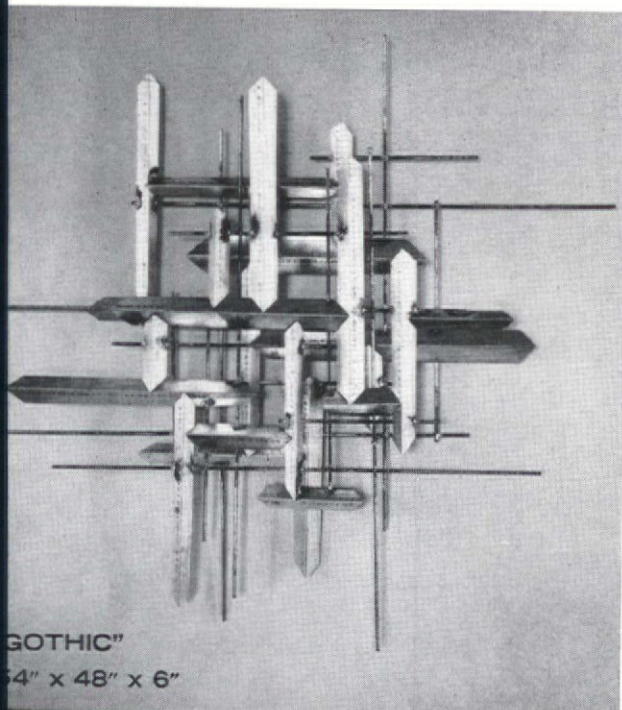
ONES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential application. Write: Box 227, CONTRACT.

ATTENTIONS REPS—REGISTER WITH US!  
 Any important and new manufacturers ask CONTRACT magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, East 43rd St., New York, N.Y. 10017.

### When You Move

When you plan to move, notify CONTRACT at least four weeks in advance to assure uninterrupted delivery of your monthly issues. Send both old and new addresses to:

CONTRACT, Circulation Dept., 7 East 43 Street, New York, N.Y. 10017



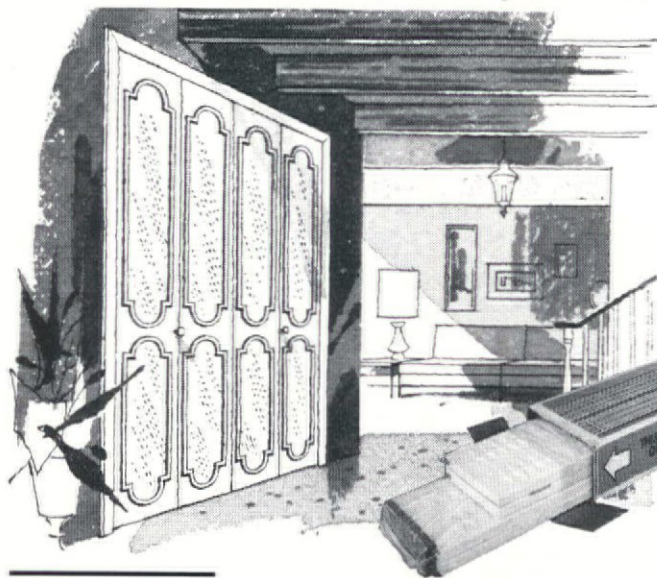
"GOTHIC"  
 54" x 48" x 6"

WILLIAM **Bowie**  
 THE SCULPTURE STUDIO INC.  
 202 E. 77th ST., NEW YORK 10021  
 IN 1-8480 WRITE FOR LITERATURE

Circle No. 104 on product information card

Circle No. 101 on product information card

## 4 striking designs, packaged ready to install



### HOMESHIELD decorator bi-folding doors

It's easy to install these decorative door panels in existing framed openings. Each polyethylene bag in 2-bag carton contains 2 hinged panels, complete with famous Harvey Hardware, for convenient 2 or 4-door installation. All popular sizes. See your building



materials supplier, or write for complete Specification Kit. AMERICAN SCREEN PRODUCTS COMPANY, Chatsworth, Illinois 60921, Dept. CO-5.

IF YOU WOULD LIKE AUTHENTIC AND  
 LOVELY NEW ENGLAND CHARM  
 —FOR YOUR NEXT CONTRACT JOB—



Guest bedrooms; country dining areas;  
 waiting rooms

THE HITCHCOCK CHAIR COMPANY

RIVERTON (HITCHCOCKS-VILLE) CONNECTICUT

CONTRACT DIVISION

Circle No. 105 on product information card



# ADVERTISERS' DIRECTORY

Allen Industries, Inc. (carpet cushion)	89	Displaycraft (displays)	
American Chair Co. (chairs)	115	Downs Carpet Co. (carpeting)	
American Cyanamid Co. (acrylic sheets)	17	E.I. DuPont de Nemours & Co. (fabric fibers)	
American Furniture Mart	1	Excel Mfg. Corp. (lamps)	
American of Martinsville (furniture)	83	Faultless Caster Corp. (casters)	
American-Saint Gobain Corp. (glass panels)	50	Fibermold Corp. (furniture)	
American Screen Products Co. (folding doors)	116, 117	Ficks Reed Co. (furniture)	
American S.E.R.P.E. Corp. (imported tiles & accessories)	92	Finger Contract Supply Co. (furnishings)	
Amtab Mfg. Co. (furniture)	115	Ford Fabrics (vinyls)	
Astra Bent Wood Furniture Co. (furniture)	28	Formica Corp. (wall panels)	62
Athol Mfg. Co. (vinyl coated fabrics)	2	Gasser Chair Co. (chairs)	
Bangkok Industries Inc. (teakwood flooring)	114	General Fireproofing Co. (furniture)	
E. T. Barwick Mills, Inc. (carpeting)	101	General Tire & Rubber Co. (carpet cushion)	78
Belgian Linen Association	91	General Tire & Rubber Co. (Vinelle upholstery)	27, 29
Bigelow Sanford Carpet Co. (carpeting)	12	B.F. Goodrich Co. (Koroseal vinyl)	
B. Brody Seating (furniture)	92	B.F. Goodrich Co. (carpet cushion)	
Burkart Mfg. (upholstery filling)	26	Graber Hardware Co. (drapery hardware)	
Burke Div., Brunswick Corp. (furniture)	87	Greeff Fabrics, Inc. (fabrics)	
California Woven Fabrics Co. (fabrics)	105	Griggs Equipment Co. (furniture)	
Carroll Chair Co., Inc. (chairs)	109	Haasbrock-Sonderguard (pedestals, bar stools)	
Chairmasters, Inc. (chairs)	114	Haeger Potteries, Inc. (lamps)	
Champion Mfg. Corp. (lighting fixtures)	93	Hardwick & Magee (carpeting)	
Chapman Mfg. Inc. (lamps)	113	Hitchcock Chair Co. (chairs)	
Charlotte Chair Co. (chairs)	104	Kentile Floors, Inc. (resilient flooring)	2nd C
Chemstrand Co. (fibers)	21	H. W. Knight & Son (cast metal letters & figures)	
Chicopee Mills (fabrics)	75	L. & B. Mfg. Corp. (counter stool bases)	
Columbus Coated Fabrics Co. (fabrics)	19	La Barge Mirrors, Inc. (mirrors)	
Commercial Carpet Corp. (carpeting)	4-5	La France Industries, Inc. (fabrics)	
Contract Manufacturers Center	45	Lee Ltd. Furniture (furniture)	
Daystrom Inc. (furniture)	102	James Lees & Sons Co. (carpeting)	
Jack Denst Designs Inc. (wallcoverings)	116	Leopold Co. (furniture)	
Desks, Inc. (desks)	40	Lightolier Inc. (lighting)	
		Loumac Supply Corp. (wall racks)	
		Louvre Design Co. (Panlon)	
		Lundstrom Laboratories (furniture)	
		Madison Furniture Industries (furniture)	
		Mallin Co. (outdoor furniture)	
		Marden Mfg., Inc. (furniture)	
		McCordi Corp. (vinyl wallcoverings)	
		McDonald Products Corp. (office accessories)	
		Jo Mead Designs (art objects)	
		Merchandise Mart	
		Metropolitan Furniture Mfg. (furniture)	
		Metwood Hanover (tables)	
		Milium Div., Deering Milliken (insulated fabrics)	
		Molla, Inc. (outdoor furniture)	
		Mosaic Tile Co. (tiles)	
		Myrtle Desk Co. (desks)	
		Murals & Wallcoverings Inc. (wallcoverings)	
		Norcold, Inc. (compact refrigerators)	
		Norman's Contract Div. (draperies & bedspreads)	
		Norquist Products, Inc. (folding chairs)	
		No-Sag Spring Co. (springs)	35, 37
		North American Van Lines (shipping)	
		Photomammoth Murals (photographic murals)	
		Richter Artcraft Inc. (wall accessories)	
		Rockland Mills Inc. (drapery linings)	
		Royalon, Inc. (Acry-Crystal)	
		Scalamandre Silks (fabrics)	
		Frank Scerbo & Sons, Inc. (furniture)	
		Schafer Bros., Inc. (furniture)	3rd
		F. Schumacher & Co. (fabrics)	
		Isabel Scott Fabrics Corp. (fabrics)	
		Sculpture Studio Inc. (sculpture)	2
		Shelby Williams Industries, Inc. (chairs)	
		Alexander Smith Carpets (carpeting)	
		Springer-Penguin Inc. (refrigerated furniture)	
		Chester B. Stem, Inc. (wood veneers)	4th
		Synthetics Finishing Co. (fabrics finishing)	
		Tassell Industries Inc. (office furniture)	
		Thayer Coggin Institutional Inc. (furniture)	
		Thonet Industries (furniture)	
		Tropitone Furniture Co., Inc. (furniture)	
		U.S. Bronze Sign Co., Inc. (display signs)	1
		U.S. Plywood Co. (Weldwood)	
		Vertipile Industrial Corp. (vinyl fabrics)	
		Virco Mfg. Co. (chairs)	
		Vogel-Peterson (coat racks)	
		Waco Products (furniture)	
		Wall Tube & Metal Products (casual furniture)	
		Webb Textiles (fabrics)	

IS  
**WEBB**  
IN YOUR REFERENCE FILE?

Every item: **CUSTOM MADE**

- WINDOW COVERINGS** . . . handloomed fabrics ranging from spider-web sheer casements to dramatically elegant draperies . . . exotic wood weaves combining specially treated slats with everything from beads to bobbles. Installations include executive offices, banks, clubs, hotels and homes.
- WINDOW MECHANISM** . . . an exclusive Webb installation for raising & lowering flat weave blinds of any size with ease and hairline precision . . . takes just fingertip pressure! Typical installation: Interstate Hosts, L.A. International Airport.
- WALL COVERINGS** . . . handloomed fabrics, yarn-dyed to your specifications in Webb light-fast colors. Webb's award-winning Weathered Wood, an aged wood that applies to any surface, available by the lineal foot and custom-finished to your order of related colors. Samples upon request.

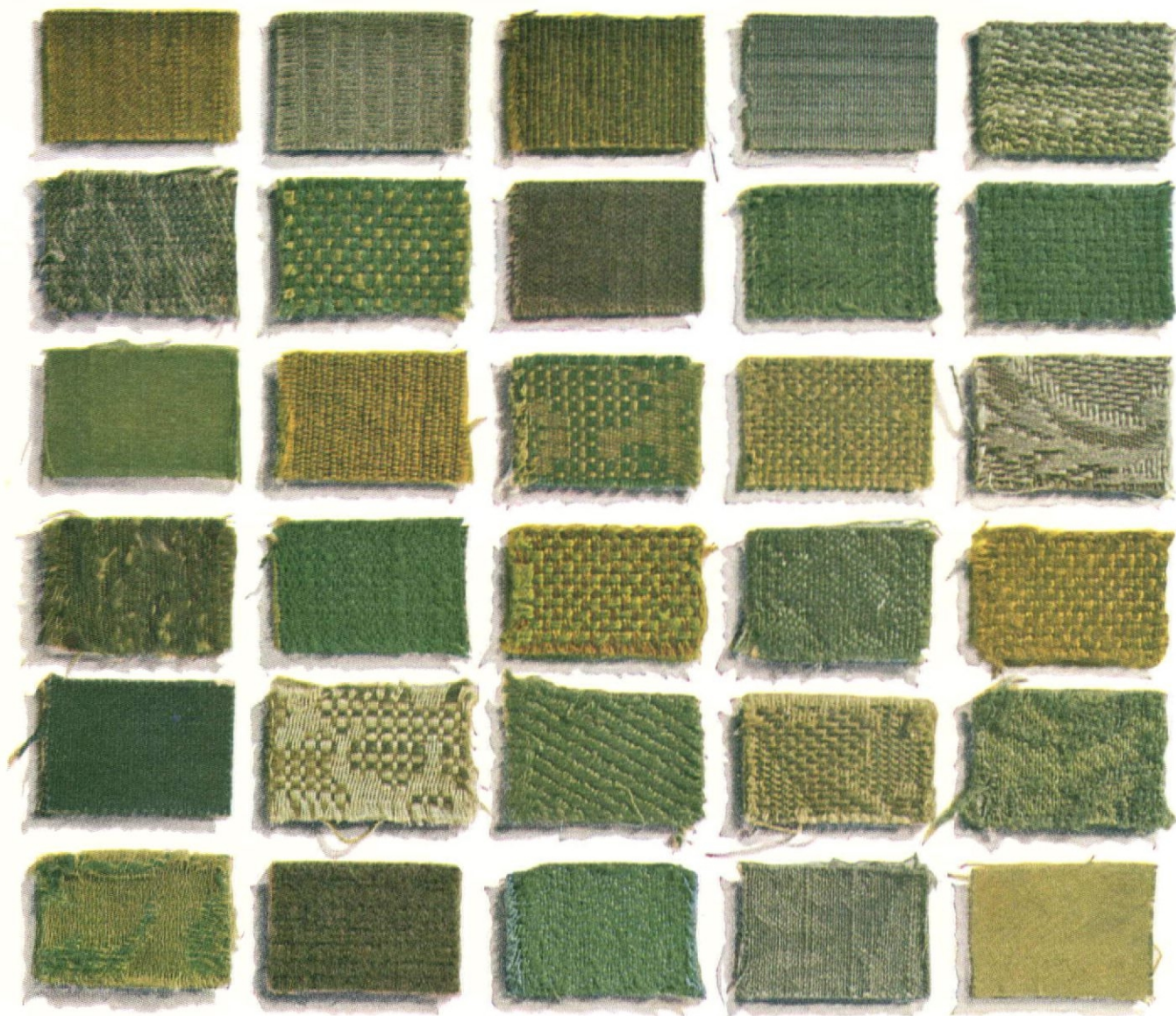


Los Angeles • San Francisco • Seattle • Dallas  
Scottsdale • New York • Chicago • Philadelphia  
Glencoe • Miami • Honolulu

**WEBB TEXTILES** ≡  
2010 NORTH LINCOLN, PASADENA, CALIFORNIA  
AREA CODE 213-681-6107

Circle No. 107 on product information card





## What color is green?

Ask us for a green fabric and we'll probably overwhelm you with our hundreds of shades of greens (or reds or blues, etc.). Color is critical in decorating. Almost exact is seldom good enough. For perfect color harmony, shop Schumacher's. And

*Schumacher's*  
FABRICS/CARPETS/WALLPAPERS

speaking of greens, see our new collection, "That Touch of Ireland" created by Leon Hegwood - Carleton Varney of Dorothy Draper & Co., Inc. Ask your decorator. F. Schumacher & Co., 58 W. 40th St., N.Y. Showrooms: 939 Third Avenue, New York.

Circle No. 108 on product information card



**\*INOSCULATED** — joined, blended, or united in an intimate manner. That's the only word which can properly describe the complete unity of two distinct finishes applied on one piece of fabric by SF's combination technique!

Everyone knows that our application of SCOTCHGARD gives fabric an unmatched resistance to stains. Everyone in the decorative fabric field knows about SYNBAK, our exclusive backing finish that prevents yarn slippage, improves seam strength, provides ravel-resistance, adds abrasion resistance to the fabric face, and eliminates fabric curl. But, do you know that we can apply both of these finishes . . . give you both ranges of benefit on a single fabric? We'll gladly supply you with samples of this inosculated combination on your own test fabric! Write today for test samples and descriptive literature!



**SYNTHETICS FINISHING CORP.**

**"AMERICA'S LARGEST AND MOST EXPERIENCED CUSTOM FABRIC FINISHERS"**

462-70 N. 8th Street, Philadelphia 23, Pa.    MArket 7-8282  
 HIGH PO. NT, N.C. • Lincoln Drive nr Ward St./HICKORY, N.C. • U.S. Hwy. 321 N.W.

Circle No. 109 on product information card